

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

Walt Disney
presents

20,000 Leagues UNDER THE Sea

Starring

KIRK DOUGLAS ★ JAMES MASON
PAUL LUKAS ★ PETER LORRE

TECHNICOLOR



RICHARD FLEISCHER
EARL FELTON

CINEMASCOPE

THE MOST COMPELLING WAY TO REACH YOUR AUDIENCE ... WITH THE MIGHTY SIGHTS AND SOUNDS OF THE MOTION PICTURE ITSELF! *Via Television!*

TELEVISION COMMERCIALS

(In 16 mm black and white prints only.)

AVAILABLE THROUGH YOUR LOCAL BUENA VISTA REPRESENTATIVE

SIXTY SECONDS: (each contains 5 seconds silent end for local live tag)

SEA-601K — "A mighty motion picture experience created by the two masters of imagination — Jules Verne and Walt Disney." This spot points up the drama, scope and many moods of a story and picture created by the Disney-Verne treatment.

SEA-602K — "Four great stars living Jules Verne's most amazing adventure in the mightiest motion picture of them all." Introduces the cast by star and character he portrays with live dialogue for each one.

SEA-603K — "A whale of a tale excitingly told as the mightiest motion picture of them all." Emphasizes action and adventure. Features Kirk Douglas and James Mason with live dialogue from each.

TWENTY SECONDS: (each contains 5 seconds silent end for local live tag)

SEA-201K
SEA-202K
SEA-203K } These three 20-sec. kit spots will be shorter versions of the above-mentioned 60-sec. versions.

EIGHT SECONDS: (4 seconds silent end for local live tag)

SEA-801K ID — "Kirk Douglas, James Mason . . . Walt Disney's 20,000 LEAGUES UNDER THE SEA."

ORDER TV SLIDE AND TELOP FROM

Buena Vista Distribution Co., Inc.
Attn: Specialty Department
477 Madison Avenue, New York 22, N. Y.

SLIDE: 2 x 2 metal encased slide suitable for over-lay of date and theatre. Available in color and black and white.

TELOP: 4 x 5 telop suitable for over-lay of date and theatre. Available in black and white only.

TV ENTERTAINMENT FILM CLIPS

Truly entertaining, with production value, star value and story value unequalled anywhere in video! For use by local stations, free!

AVAILABLE THROUGH YOUR LOCAL BUENA VISTA REPRESENTATIVE

SEA-CLIP #1 (16mm B/W only) (Running time: 3 min. 8 sec. — 283 ft. (GENERAL AUDIENCE))

This clip features the action and excitement of the giant squid fight. The Nautilus is under fire from an oncoming ship as Captain Nemo threatens to do away with the troublemaker Ned Land. The sub is hit, sinking some 5,000 fathoms before the damages are repaired. A giant squid attacks the Nautilus and Nemo is forced to surface. Ned Land escapes confinement and harpoons the beast. The clip ends as Nemo is dragged beneath the waves by the squid.

SEA-CLIP #2 (16mm B/W only) Running time: 3 min. 38 sec. — 327 ft. (ADULT AUDIENCE)

A dramatic sketch showing the seeming inconsistencies in the character of the mysterious Captain Nemo. This clip opens with Nemo and Aronnax at the sub's salon "viewing port." Nemo is speaking of the peace and independence he enjoys in the ocean depths. Later Ned Land questions Nemo's motives and we see Nemo order an attack on an approaching ship. The Nautilus, guided by Nemo, rams the ship. Aronnax, Land and Consiel react in horror at what they have witnessed.

SEA-CLIP #3 (35mm B/W only) Running time: 5 min. 9 sec. — 464 ft.

Professor Aronnax, Ned Land and Consiel enter the still silent Nautilus. In the process of exploring it, they see a group of divers conducting an undersea burial. The three men are seen watching from the sub and as they attempt to escape they are accosted by the divers. The clip ends with Ned desperately fighting the oncoming crew of the Nautilus.

SEA-CLIP #4 (35mm B/W only) Running time 3½ min. — 312 ft.

Captain Nemo and Professor Aronnax stand at the sub's "viewing port" watching divers leaving the Nautilus on an undersea hunting expedition. Nemo and Aronnax join the other divers as they gather food and fish life. Ned Land and Consiel sight a sunken ship. They investigate and discover a chest of treasure. As they try to remove their find, a shark attacks. Nemo sees the incident, firing his gun at the oncoming shark.





In Your Theatre!

DELUXE TECHNICOLOR TRAILER

Running time: 4 min. 33 seconds. Footage: 410 feet.
Available in flat and Cinemascope versions.

Opens with a sequence of underwater spectacles — natural wonders, deepsea divers on ocean bottom, submarine ramming warship, shark attacking divers with treasure chest. Then individual scenes emphasizing the stars, including Kirk Douglas singing "A Whale of a Tale." Lavish interior shots of the submarine Nautilus. Sequence showing dangerous ocean monsters. Winds up with big action scenes, including battle with giant squid and island exploding.

ORDER FROM NATIONAL SCREEN SERVICE

FREE TEASER TRAILER

Technicolor. Running Time: 1 min. 12 seconds. Footage: 108 feet.
Available in flat and Cinemascope versions.

Concentrated star, story and action value! Opens with divers marching along ocean floor. Shows the submarine Nautilus cruising. Then individual scenes on each of the four stars. Ends with island explosion.

ORDER FROM NATIONAL SCREEN SERVICE

PREVIEW RECORD

5 minutes on one side, 2½ minutes on the other side.

To be played over theatre loudspeakers during intermissions. Combines invitation to buy refreshments with strong narrative sell of "20,000 Leagues Under the Sea," backed by music from the motion picture.

ORDER FROM NATIONAL SCREEN SERVICE

Via Radio!

ORDER FREE RADIO TRANSCRIPTION FROM

Buena Vista Distribution Co., Inc.
Attn: Specialty Department
477 Madison Avenue, New York 22, N. Y.

TTL-1

Cut #1 (55 sec. with 5 sec. open end for live tag)

Opens strong with title followed by—"Of all the great novels of adventure and imagination none has surpassed—"

This spot also features intriguing dialogue from Captain Nemo and Professor Aronnax and tags by billing stars.

Cut #2 (55 sec. with 5 sec. open end for live tag)

Opens with song "Whale Of A Tale."

This spot features the cast and the characters they portray.

Cut #3 (55 sec. with 5 sec. open end for live tag)

"Fathoms deep in a fascinating new world of incredible wonders—"

This spot describes underwater adventures that come to life on the screen.

Features strong dialogue as Aronnax denies Nemo's philosophy. Cast is billed in conclusion.

Cut #4 (55 sec. with 5 sec. open end for live tag)

Entire spot takes advantage of Verne's famous story as a book, its world popularity and its appeal as a motion picture actually filmed in the sea. Cast is also billed.

Cut #5 (55 sec. with 5 sec. open end for live tag)

"From the very depths of the sea Walt Disney has created the mightiest motion picture of them all. Features dialog by Captain Nemo discussing his secrets which can save mankind — or destroy it." Bills cast in conclusion.

TTL-2

Cut #1 (25 sec. with 5 sec. open end)

Opens with song "Whale of a Tale"

"From the very depths of the sea itself Walt Disney has created the mightiest motion picture of them all." Bills cast.

Cut #2 (25 sec. with 5 sec. open end)

"20,000 LEAGUES UNDER THE SEA—Jules Verne's famous best selling novel actually filmed in the depths of the sea." Also bills cast.

Cut #3 (25 sec. with 5 sec. open end)

"A world of infinite mystery, unearthly beauty, uncounted treasure in a miracle of screen entertainment. Bills cast.

Cut #4 (15 sec. with 5 sec. open end)

"The inspiration of Walt Disney and the imagination of Jules Verne." Bills cast.

Cut #5 (15 sec. with 5 sec. open end)

"It's a miracle of screen entertainment." Bills cast.

Cut #6 (10 sec. — no open end)

"The mightiest motion picture of them all." Bills cast.

Cut #7 (10 sec. — no open end)

"A miracle of screen entertainment." Bills cast.

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WALT DISNEY

presents

KIRK DOUGLAS JAMES MASON

PAUL LUKAS and PETER LORRE

in JULES VERNE'S

20,000 Leagues UNDER THE SEA

with
Robert J. Wilke Ted de Corsia
Carlton Young J. M. Kerrigan
Percy Helton Ted Cooper

Directed by
RICHARD FLEISCHER

Screenplay by
EARL FELTON

Photographed by
FRANZ PLANER, A.S.C.

Edited by
ELMO WILLIAMS, A.C.E.

Music by
PAUL SMITH

Orchestration
JOSEPH S. DUBIN

Production Manager Fred Leahy
Effects Photographer Ralph Hammeras, A.S.C.
Second Unit Director James Havens
Underwater Photographer Till Gabbani
Special Processes Ub Iwerks
Technicolor Consultant Morgan Padelford
Assistant Directors Tom Connors Jr.
Russ Haverick

Diving Master Fred Zandar
Production Developed by Harper Goff
Art Director John Meehan
Set Director Emile Kuri
Special Effects John Hench
Josh Meador

Matte Artist Peter Ellenshaw
Sketch Artist Bruce Bushman
Make-up and Hairdressing Lou Hippe
Costumer Norman Martien
Sound Director C. O. Slyfield
Sound Recording Robert O. Cook

The characters and events depicted in this photoplay are fiction.
Any similarities to actual persons living or dead is purely coincidental.

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Technicolor®

Distributed by: Buena Vista Distribution Co., Inc.

RUNNING TIME: 2 HOURS, 7 MINUTES



Mat SEA-3A

MAN AGAINST MONSTER—Kirk Douglas is about to harpoon the giant squid that holds James Mason in its mighty grip. The action takes place aboard the Nautilus, in Walt Disney's Technicolor production, "20,000 Leagues Under the Sea." Peter Lorre and Paul Lukas also star. Richard Fleischer directed from the Earl Felton screenplay, which was based on the famous Jules Verne Novel. Buena Vista releases.

WALT DISNEY'S '20,000 LEAGUES' MOST EXCITING SEA PICTURE OF ALL

In concept and application Walt Disney's fabulous feature motion picture, "20,000 Leagues Under the Sea," is probably the most exciting sea story ever put on film.

From the dramatic use of the Technicolor cameras on the bright and sandy bottom of the clear Caribbean, to the great cast and unrelenting Jules Verne story, this picture easily ranks among the movie industry's most exciting.

Although the picture brought with it more undersea technical problems than any other production of its type, the result is a memorable experience in entertainment. A distinguished cast, top technicians and a highly imaginative crew were joined by diving experts, designers of diving gear, engineers and safety men during location shooting. Pre-production planning alone took almost two years of concentrated work.

Producer Disney hand picked the cast, which stars Kirk Douglas, as Ned Land, fearless harpooner; James Mason, as Captain Nemo, the saturnine master of the submarine Nautilus; Paul Lukas as Aronnax, adventurous scientist; and Peter Lorre, as Conseil, his mild-mannered, reluctant assistant.

Under the brilliant guidance of Director Richard Fleischer, the film, based on Jules Verne's novel, is a milestone in motion picture production. Verne wrote of the adventures of a crew and their three prisoners who lived on an odd-looking submarine. Disney saw a world of infinite mystery and menace, a

world of frightening depths, silent darkness and monstrous power. Verne was fascinated by facts, and described mechanical devices. Disney emphasizes the human equation, and is fascinated by people's reactions in moments of high drama.

To preserve the flavor of his subject matter, Disney made the major portion of the film underwater. Since the entire point of the story was to show how a group of men lived in self-contained luxury on the submarine Nautilus while it traveled over the ocean's floor, Disney planned to keep the major sequences in the same locale.

Probably for the first time in history, location-searching groups inspected oceanic sites. The Caribbean sea offered the most practical spot for several reasons. The water was clear and calm, a combination necessary for good photography. The colors were photogenic in Technicolor, and the sunshine filtered through the water to the desired depth. Coral reefs 30 feet under the surface offered natural backgrounds for important scenes, and there was sufficient space for such sequences as the battle with the giant squid, one of the many tense scenes in the film. One group worked around Nassau, and the major crew was

stationed at Montego Bay, Jamaica, where the indefatigable Walt, himself, set up his office.

Preliminary work included pressurizing cameras, testing a newly developed diving rig to be worn by members of the cast and crew and learning hand signals which were the only form of communication between Director Fleischer and the company while all were far below the surface of the water.

Every problem called for new techniques, new tools and a new concept of production. Months of planning brought to completion a number of new devices, and months of location shooting resulted in a magnificent film recognized as one of the most elaborate Disney has ever made.

Four dives a day, with a maximum time limit of 55 minutes per dive, were established as part of the schedule. It took twenty minutes to don diving gear; ten minutes were necessary to get each man down to the deep, another ten to get him back to the surface. Yet, the major footage of the incredible production was made underwater.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

WALT DISNEY REVEALS MOTIVATION OF VERNE CHARACTER IN '20,000 LEAGUES UNDER THE SEA'

No creature of famous fiction has been so devil-driven as Captain Nemo, skipper of Jules Verne's fantastic submarine, Nautilus. And about no other dark celebrity have so many reader questions been asked.

In his monumental motion picture version of the adventure thriller, "20,000 Leagues Under the Sea," in which James Mason portrays the submarine captain, Walt Disney more clearly than the original author tells what motivated Nemo to pursue his abysmal deeds.

It had to do with abuse to the death of Nemo's wife while he was a penal colony slave of "that hated nation" which sought to pry from him the secret of his atomic-powered vessel. In his dark, genius mind, retaliatory vengeance upon the world's shipping over-balances concern for others among his loved ones and friends and so he retreats into the sea to operate his terrible submarine of destruction until the fantastic power he has discovered finally sends him to a doom no man could then have foreseen.

James Mason impersonates the obsessed skipper magnificently. As Nemo's captives on the sub, Kirk Douglas, the brash harpooner, Paul Lukas, the French scientist, and Peter Lorre, his comically abject assistant, individually give convincing performances.

Although Nemo's wife is never seen, her posthumous influence on the bereft and pitiless scourge of the seas haunts almost every violent scene and suspenseful interval aboard the submarine and across the 20,000 leagues of oceanic wonders, beauties and terrors.



Mat SEA-2A

CAPTIVES—Captain Nemo (James Mason), left, confronts his prisoners, Peter Lorre and Kirk Douglas, in Walt Disney's Technicolor production, "20,000 Leagues Under the Sea." Richard Fleischer directed the Earl Felton screenplay. Buena Vista releases.

AMAZING UNDERWATER WORK IN DISNEY SEA STORY DONE WITH HAND SIGNALS

Swift and accurate means of communication is an absolute essential in all diving operations. It is doubly important when most of the forty-odd people working underwater are not professional divers, but movie technicians, actors, cameramen and directors.

Yet the basic danger involved in the production of Walt Disney's "20,000 Leagues Under the Sea" did not deter a large crew from turning out a miracle of motion picture entertainment.

The Disney crew devised a set of twelve hand signals. These covered such film directions as "action," "cut," or "repeat scene." Most important was the signal which meant: "Emergency—get me to the surface immediately!"

Although the company found it possible to stay underwater only 55 minutes at a time, the film has probably the largest amount of underwater footage ever made for a feature motion picture. Of the 55 minutes permitted, ten were needed for getting down to the ocean bottom, and another ten in surfacing. Four dives a day was maximum. Yet the spectacularly dramatic film was made with all the care and attention to detail which marks any film made in the Disney Studio.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

'20,000 Leagues Under the Sea'

CAST OF CHARACTERS

Ned Land.....KIRK DOUGLAS
 Capt. Nemo.....JAMES MASON
 Prof. Aronnax.....PAUL LUKAS
 Conseil.....PETER LORRE
 Mate on "Nautilus"
 ROBERT J. WILKE
 John Howard
 CARLETON YOUNG
 Captain Farragut
 TED DE CORSIA
 Diver PERCY HELTON
 Mate on "Lincoln"
 TED COOPER
 Shipping Agent
 EDWARD MARR
 Casey Moore.....FRED GRAHAM
 Billy.....J. M. KERRIGAN

THE STORY

The year was 1868.

Vessels traveling the heavy shipping lanes of the Pacific Ocean were menaced by a terrifying object believed to be a strange monster.

When the United States government organized an expedition to hunt the monstrous creature, it assigned the armed frigate, the Abraham Lincoln, to follow the creature, and destroy it. On board are Ned Land, a harpooner; Professor Pierre Aronnax, distinguished oceanic scientist; and Conseil, his assistant.

The frigate is sunk by the mysterious object she set out to destroy, but Ned, Aronnax and Conseil survive. They are picked up by their attacker, and find that the strange monster is, in reality, a man-made submarine. Captain Nemo heads an evil crew. The submarine, Nautilus, operates by cosmic power and is fully self-contained.

While Aronnax and Conseil are fascinated by Nemo's scientific inventions, Ned is impatient to escape. His first attempt is made when the Nautilus pauses at a lonely island. Savage cannibals chase him back to the comparative safety of his odd prison, and he realizes the impossibility of getting away. He is forced to content himself with giving the exact geographical location of Nemo's secret island, Vulcania, enclosing the directions in bottles which he tosses overboard.

When the Nautilus is shelled by a lone warship, she sinks thousands of feet into the ocean before Nemo and his crew can repair a broken shaft and regain control. Deeper than men have ever ventured before, they see a strange new world of monstrous power. They head for Vulcania, but are attacked by a giant squid that breaks the propellers. Ned saves Nemo's life when that fearless captain battles the squid. As a result Nemo takes his three captives into his confidence. He plans to use them as emissaries to negotiate a peace with the outside world.

But Ned's bottled messages have been picked up, and an enemy warship awaits the Nautilus in the harbor at Vulcania. Nemo manages to get ashore and set a time bomb. On the way back he is wounded.

Before he dies he orders a straight-down course for the last voyage of the submarine he invented and developed.

Ned eludes the guards, and with Aronnax and Conseil, flees the doomed vessel. Safe in a small boat, they watch from a distance as Nemo's enormous bomb explodes. It obliterates the island, the warships, the Nautilus and Captain Nemo's strange secrets. As the men watch the peculiar mushrooming shape, they muse about some distant future which may bring knowledge as to how to handle such destructive and violent force with more intelligence and reason.



Mat SEA-3B

DEESEA OPULENCE—James Mason, as Captain Nemo, entertains his captives in the magnificent cabin of the submarine Nautilus. From left: Mason, Kirk Douglas, Peter Lorre and Paul Lukas, the four stars of Walt Disney's "20,000 Leagues Under the Sea." Richard Fleischer directed the Technicolor production from an Earl Felton screenplay. Buena Vista releases.

PLANNING, INNOVATION RECORD IS SET FOR '20,000 LEAGUES UNDER THE SEA'

A great deal of effort and logistical planning goes into every important location motion picture, but none required more preparation plus innovation than Walt Disney's feature motion picture, "20,000 Leagues Under the Sea."

A great portion of this filmization of the fabulous Jules Verne novel had to be done, in Disney's view, under the ocean and so many weeks were spent in the brilliantly-hued, air-clear waters of the Bahamas, with Richard Fleischer handling the directorial reins.

Underwater photography, as explained by Fleischer, is a five-step process. The first problem is location. The second essential is taking cast and crew down to a reef and showing them the locale as well as the boundaries of the chosen area.

Third, fourth and fifth steps take up respectively, rehearsing a scene on land, allowing for differences of conditions underwater; getting equipment set up where desired on the sunken reefs; and the actual filming of the sequence.

At one time there were 42 men on the ocean floor, 20 in front of the

camera and 22 behind it. They included the cameraman, his assistants, prop men, grips, a still photographer and the ever-present underwater safety men. The burial sequence in "20,000 Leagues Under the Sea" is the largest single scene ever to be photographed under water.

The company worked at a depth of approximately 31 feet, a distance dictated by the fact that sunlight falls off sharply below and every-

thing becomes deep blue or black. The first 33 feet is known as "the first atmosphere." Below that there is increased danger from pressure, and far greater difficulty in returning to the surface.

The Buena Vista release included more underwater footage than has been included in any former production. All action was shot with the technical care and detailed authenticity that characterize a made-on-dry-land Disney sequence.

The results are breath-taking. In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

'20,000 Leagues Under the Sea' Is One of Disney's Greatest Pictures

The forthcoming "20,000 Leagues Under the Sea," based on the celebrated novel by Jules Verne, is one of the greatest films in Walt Disney's career. He has given the dramatic sea story a lavish production and has provided an impressive cast that includes Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

Almost two years of pre-production planning were required to bring this classic to the screen. Much of that time was spent on the design and construction of a perfect duplicate of Verne's famous submarine, the Nautilus, for which the U. S. Navy's first atom-powered sub was named. To recreate the sets and inventions conceived by the famed French novelist cost producer Disney a quarter of a million dollars.

The Buena Vista release features some of the most extensive underwater footage ever seen on the screen. These sequences were filmed on location in the Bahama Islands, where the troupe worked 30 feet below the surface of the Caribbean. Following that some three months were spent on the sets at the Burbank studio to complete the epic film.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-1A

BRINY CHARACTERS: The cast of Walt Disney's Technicolor production, "20,000 Leagues Under the Sea," are outfitted in diving suits especially designed according to descriptions in the Jules Verne novel. The Buena Vista release stars Kirk Douglas and James Mason.

WALT DISNEY'S '20,000 LEAGUES' BRINGS WONDERS TO SCREEN

Incredible wonders of another world come to the screen in Walt Disney's "20,000 Leagues Under the Sea" as the fabulous feature motion picture unfolds in scene after scene of concentrated drama.

The production, most lavish of its kind ever attempted in the history

of the motion picture industry, stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre.

The imagination of Jules Verne, whose famous novel inspired the Disney story, and the inspiration of producer Walt Disney combine in a memorable story of the uncon-

quered realm beneath the sea.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Walt Disney's Nautilus Is 3rd to Bear That Name

Because Robert Fulton, inventor of the steamship, made a mistake, two of the most famous submarines in naval history have carried the name, Nautilus.

In 1800 Fulton made a primitive sub, which he offered to Napoleon, who turned it down.

Fulton had named his vessel after the paper nautilus, a shell-fish which supposedly had a membrane that served as a sail. Erroneously Fulton believed the nautilus was able to submerge at will.

In 1870 Jules Verne wrote his novel, "20,000 Leagues Under the Sea," and named his fictional submarine after Fulton's pioneer craft. It is this vessel which is the headquarters for the major action in Walt Disney's lavish production, "20,000 Leagues Under the Sea."

A few years ago the U. S. Navy named its first atom-powered submarine the Nautilus, in honor of Verne's vessel.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Director Urges: 'Please Do Not Eat the Actors'

Business always comes before pleasure—even for the motion picture troupe that filmed Walt Disney's "20,000 Leagues Under the Sea" on location in the Bahamas.

The warm Caribbean waters abound with some 25 species of game fish, including amberjack, barracuda, dolphin, grouper, marlin and tuna. The crew, fascinated by the abundance and variety of these sea prizes, started out by spending the major part of every lunch hour with rod and reel.

But the fish were one of the prime reasons the troupe traveled to Nassau from Hollywood. Almost every underwater sequence required the presence of as many of the creatures as the camera lens could catch. To make certain they would not be scared away by any efforts to hook them, Director Richard Fleischer posted a stern ban forbidding fishing.

His warning notice said: "Please Do Not Catch or Eat the Actors."

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2B

CANNIBALS ATTACK—The fabulous submarine Nautilus is invaded by savages in this exciting scene from Walt Disney's "20,000 Leagues Under the Sea." The Technicolor production stars Kirk Douglas, James Mason, Peter Lorre and Paul Lukas. Buena Vista releases.

Kirk Douglas Portrays Ned Land, Action Man in '20,000 Leagues'

STAR BIOGRAPHY

Kirk Douglas, one of Hollywood's most popular and athletic stars, plays the top action role in Walt Disney's fabulous feature motion picture, "20,000 Leagues Under the Sea." He is Ned Land, heroic harpooner and a member of an imprisoned trio aboard the fictional submarine, Nautilus.

In real life Kirk has enjoyed a success story which makes Horatio Alger look like a slug-gard.

He was born in Amsterdam, New York on December 9, 1916. His parents, Harry and Bertha Demsky lived on the wrong side of the tracks, and his six sisters were as busy as the parents keeping the family larder stocked.

A constant shortage of cash turned Kirk into a wage-earner while he was still in grade school. His day started at five when he delivered morning papers; his day ended at seven at night, when he completed the job of delivering evening papers.

These extra-curricular activities didn't leave much time for studying and Kirk was an indifferent student until he met a sympathetic and understanding English teacher, Louise Livingstone, of the Wilbur Lynch High School. She introduced him to the world of the theatre. Drama provided him with an escape from reality and it wasn't long before he was staging plays, reciting poetry, winning oratorical contests and serving as a member of the debating team.

Meeting the bills was still the top family problem and after graduating from high school, Kirk worked a year in an Amsterdam department store. Then he took his savings of \$165 and hitch-hiked to St. Lawrence University in Canton, New York. He arrived atop a truck filled with fertilizer.

In addition to a part-time job as a waiter and a full schedule of classes, Kirk managed to find time for sports. For three years he was undefeated intercollegiate wrestling champion. This experience came in handy later when he barnstormed with a carnival as an exhibition grunt-and-groaner.

Participation in the university's dramatics courses made him realize that acting was the career he wanted. After graduating with an A.B. degree, he stormed New York's world-famed American Academy of Dramatic Arts. A special scholarship was created for him.

He lived in a tiny room in the Settlement House, in Greenwich Village, and worked part-time in Schrafft's Restaurant to earn enough money to cover his modest living costs. His long hours of study at the Academy paid off and soon after graduation, in 1941, he made his Broadway stage debut in the play, "Spring Again," which co-starred Grace George and C. Aubrey Smith. Kirk's role: a singing messenger boy! His second part was even more disappointing. In "Three Sisters," with Katharine Cornell, Judith Anderson and Ruth Gordon, he played an offstage echo!

Kirk enlisted in the Navy in 1942, attended Midshipmen School at Notre Dame, and was graduated as an ensign. He served with an anti-submarine patrol in the Pacific as a communications officer until 1944, when he was discharged as a Lieutenant J.G.

Soon after his return to civilian life, he replaced Richard Widmark as the juvenile lead in "Kiss and Tell," a smash success. Following indifferent plays, Kirk won critical and popular acclaim in "The Wind Is Ninety," which also featured Wendell Corey, Bert Lytell and Blanche Yurka.

When "The Wind Is Ninety" closed—and no other Broadway offers were in sight—Douglas went to Hollywood for a screen test. After six pictures Kirk was catapulted into stardom with the title role in Stanley Kramer's production, "Champion," a performance which won him an Academy Award nomination for the best male actor.



Mat SEA-1B

KIRK DOUGLAS

DEESEA TREASURES, DANGER, BEAUTY IN '20,000 LEAGUES'

Man-eating tiger sharks, glistening jewels of a buried treasure, a propeller-wrecking squid, a submarine with a Victorian wardroom, and the vast beauty of a sparkling tropical realm stretched out on the ocean floor, all come to life in their original splendor in Walt Disney's live-action drama, "20,000 Leagues Under the Sea."

In the Jules Verne story such things as electrically propelled jet guns, an explosion with an oddly characteristic mushroom shape, and the ability of a ship to surface or submerge are not part of a modern movie-scripter's mind. They were described in amazingly accurate detail by a man who lived and died before the age of submarines, before motion pictures were known, before the extensive field of dynamics was even dreamed of, before such topical things as radio, television, airplanes, diesel engines, jet planes or nuclear fission were part of daily life. Indeed in 1905, the year Verne died, only the most experimental dreamers saw any future in such a foolish thing as the horseless carriage.

Yet Verne's Nineteenth Century concept of Twentieth Century life was so accurate that it is difficult to bear in mind that the Disney picture is not based on a highly imaginative story by a modern writer.

Made on location, literally on the floor of the Caribbean Sea, the production required special cameras, special training for cast and crew, and an entirely different movie-making technique.

Disney, like Verne, has demonstrated many times in the past the full scope of his imaginative powers. His ability to invent practical tools with which to capture a desired cinematic effect comes to the fore again. Inspired by the distinguished classic, which has been a dream production of his for years, Disney's technical genius once more surmounts untold production problems and brings to the screen a superb film version of a book the popularity of which has remained constant for a century.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

'20,000 Leagues Under the Sea' Is Film That Surpasses Novel

Few who see it will argue against the proposition that in Walt Disney's feature motion picture, "20,000 Leagues Under the Sea," a great adventure classic has been given really spectacular treatment representing an improvement, if such is possible, over the famed Jules Verne original.

The Burbank producer left no ocean-bottom stone unturned in his expensive, long-range effort to bring to life what is probably the most imaginative sea story ever told, from his two years of dry-land preparation to his undersea sets and camera crews in the Caribbean to the fantastically life-like albeit mechanical giant squid that does fierce battle against the iron might of Captain Nemo's submarine, Nautilus.

From the opening scenes to the smash closing, nothing but action and dire intrigue meets the eye of the beholder, with Kirk Douglas, James Mason, Paul Lukas and Peter Lorre turning in one of the best performances, collectively, of their excellent careers.

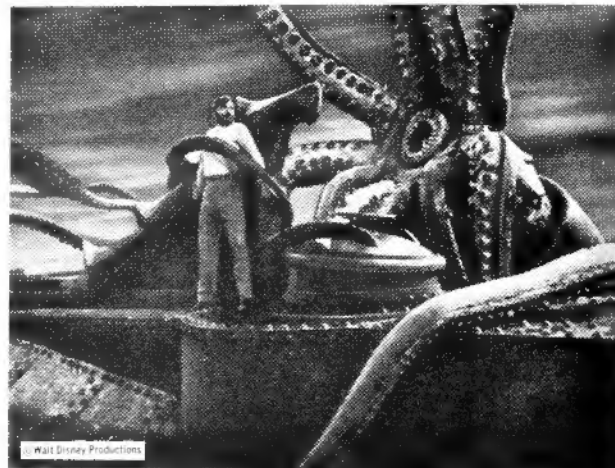
The direction, under Richard Fleischer, is superb, particularly when you consider that a great part of it was several fathoms under the sea with all the attendant delays and necessary attention to almost insurmountable detail—the donning of diving clothes, the careful descents and ascents, the laborious setting up and taking down of sets, the meticulous handling of and coping with the undersea life they needed for many shots, and, last but not least, the difficult, slow-going system of communications.

Franz Planer, A.S.C., guided the camera crews in one of the most hazardous assignments the film industry has ever known. Through his skill, the colorful array of marine life shares honors with the glittering beauty of a mysterious realm.

Special orchestration by Joseph S. Dubin of Paul Smith's music is a highlight of the lavish feature. Accenting the score is a ringing chantey, "A Whale of a Tale," sung by Kirk Douglas.

Inimitable in every department, Walt Disney's "20,000 Leagues Under the Sea" justly deserves the tribute: "Never has so great a story been given such spectacular presentation."

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2C

LETHAL EMBRACE—A giant squid grasps James Mason in a scene from Walt Disney's "20,000 Leagues Under the Sea." The Technicolor motion picture also stars Kirk Douglas, Peter Lorre and Paul Lukas. Buena Vista releases.

MAN BATTLES MONSTER IN DISNEY SEA DRAMA

In his spectacular version of Jules Verne's "20,000 Leagues Under the Sea," Walt Disney presents one of the most thrilling battles between man and monster ever filmed. The lavish production projects

the deadly combat between Captain Nemo and his captives on the submarine Nautilus against a gigantic squid as one of the spectacular highlights of the famous adventure drama.

The scene on the storm-lashed deck of Captain Nemo's vengeance craft as the monster hurtles up out of the deep to attack shipping brings to a peak the drama shared by Kirk Douglas, James Mason, Paul Lukas and Peter Lorre in brilliant performances.

Under the direction of Richard Fleischer and a crew led by Camera-man Till Gabanni and Fred Zendar, Olympic swim champion, much of the action was filmed in the clear waters of the Caribbean. Players and technicians worked in aqualungs to capture the natural eerie beauty and mysterious marine life which backgrounds the thrill-packed fiction.

One of Disney's greatest feature motion pictures, "20,000 Leagues Under the Sea" enlarges the scope and grandeur of Verne's celebrated literary masterpiece. In a surging tide of tragic events, lusty comedy, lurid and awesome spectacle on and under the sea, Disney provides a most realistic treatment of a story that has held the world enthralled for almost a century.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Giant Squid Makes Terrifying Bow in Walt Disney's '20,000 Leagues'

One of the most terrifying oceanic monsters in the annals of feature motion picture production makes its screen bow in Walt Disney's fabulous "20,000 Leagues Under the Sea."

It is a ferocious squid big and tough enough to challenge the submarine Nautilus and its entire crew.

The initial conception of the squid sprang originally from author Jules Verne's imagination, but evidence accumulated by scientists indicates that such giant creatures may exist. Since none has been seen alive, however, it remained for Disney and his staff to bring the monster to full, horrifying, lifelike reality.

Special Effects expert Bob Matthey was the builder of this monster from two tons of rubber, spring steel, flexible tubing, plastics and an assortment of miscellaneous material.

On impulse this animal can move its head, roll its eyes, snap its beak and coil its waving tentacles around anything it touches. One of the breath-taking sequences in the film is when the squid attacks James Mason as Captain Nemo, and holds him helpless in a bone-crushing grasp. Kirk Douglas, as Ned Land, fearless harpooner, comes to Nemo's aid, and there is a three-way battle which might indicate the squid had a very definite life of its own.

Matthey put his crew on a round-the-clock schedule in order to dream-up and manufacture the evil-looking

animal. It is the color of seaweed, the size of a diving bell, and roughly oval in shape. A spring steel skeleton is covered by rubberized hair. Twenty four operators were needed to keep this animal in line with the script.

Under the constant eye of the crew, the squid launched into action before the cameras, raised itself five feet out of the water, turned its head from side to side, and succeeded in startling everybody.

Its eyes moved; its beak snapped open and shut, its tentacles waved and groped, attaching themselves to surfaces and coiling around struggling men.

When it was wounded, it retreated with an agonized motion. "It behaved," Matthey said, "exactly as if it were alive."

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2D

ANGER EXPLODES—James Mason and Kirk Douglas confront each other as captor and captive in Walt Disney's "20,000 Leagues Under the Sea." The Technicolor production also stars Peter Lorre and Paul Lukas. Buena Vista releases.

James Mason Is at His Best in Walt Disney's '20,000 Leagues'

STAR BIOGRAPHY

Famed on stage and screen on both sides of the Atlantic, James Mason has one of the most exciting roles of his career in Walt Disney's magnificent production, "20,000 Leagues Under the Sea." Mason portrays the complex and mysterious Captain Nemo, master of the self-contained Nautilus, Jules Verne's famed, fictional submarine.

Disney felt that no other actor could portray the strangely moody emotions of the genius who "invented" the world's first atomic sub, and signed Mason, along with Kirk Douglas, Paul Lukas and Peter Lorre, to star in his elaborate live-action feature.

Mason was born in Huddersfield, Yorkshire, England, on May 15, 1909. He got his early education at Marlborough College and Peterhouse College, and then enrolled at Cambridge. After the university awarded him his B.A. in architecture, he went on to take his Master's. Simultaneously he questioned his own wisdom in pursuing a career in architecture.

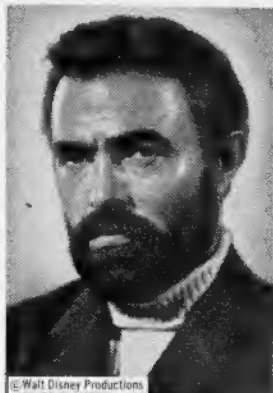
He had always been deeply interested in the theatre. On the spur of the moment, he answered an advertisement in Stage Magazine which called for a young actor to join a touring company presenting a melodrama called "The Rascal." Although he was totally inexperienced, he convinced the producer of his worth. A number of engagements in repertory provided him with additional experience, and Mason became, at various times, a member of the Noel Coward Company and the Croydon Repertory. He made his London debut in 1933 in "Glorious Gallows," at the Shaftesbury Theatre. A season at Old Vic followed, and in 1935 he made his first screen appearance in "Late Extra," a modestly budgeted film.

His performances in "The Seventh Veil," and "Odd Man Out" made screen history and put Mason into the front ranks of popularity and there he has stayed for scores of boxoffice successes, including, "Desert Fox," "Julius Caesar," "A Star Is Born," "Island in the Sun," "North by Northwest," "A Touch of Larceny," "Lolita" and "Marriage-Go-Round."

His stage career has been equally active. He did "Bethsheba" on Broadway in 1947, appeared in three plays in the Shakespearean Festival at Stratford, Ontario, Canada, and has kept active intermittently in this medium.

Mason is fond of cats and many of his pets have been favorite subjects for the actor when he turns artist. Watercolors are his favorite medium in this hobby. The six foot tall Mason is extremely interested in modern art, a field in which he is well versed.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-1C

JAMES MASON

DISNEY RECREATES SUNKEN ISLAND IN '20,000 LEAGUES'

The sunken island of Crespo comes to weird and vivid life in Walt Disney's spectacular presentation of "20,000 Leagues Under the Sea."

Crespo, as those who recall their Jules Verne will remember, is the underwater location where Captain Nemo's men gather crops of sea harvest. It is worked like a dry-land farm and produces such things as sea fronds, sea grass, shrimp, lobster, and other underwater edibles. In Disney's live-action film the Technicolor camera captures the breathtaking wonders of sub-oceanic flora and fauna.

The crew of the Nautilus existed on such things as file of sea snake, brisket of blowfish and milk from the giant sperm whale. Not so the Disney crew, stationed partly in Nassau, and partly at Montego Bay, Jamaica. Technicians, actors, propmen and cameramen, plus Director Richard Fleischer and a collection of underwater safety officials, ate more conventional food.

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Sea-Proof War Paint Bonanza For Disney Film

War paint for Indians and cannibals has always been a headache for movie make-up men, because they have had to use regular watercolors, which smear and streak when the users perspire.

For a cannibal sequence in Walt Disney's "20,000 Leagues Under the Sea," make-up man Louis Hippe and paint expert Jack Bianchi mixed a special batch of colors which were water resistant. Experiment proved them 100 per cent effective when 224 "cannibals" got dumped in a lake for the camera—and no touch-up was needed.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2E

MUSIC CHARMS the beast in Walt Disney's "20,000 Leagues Under the Sea," Kirk Douglas does the strumming and singing in the Technicolor production, which also stars James Mason, Peter Lorre and Paul Lukas. Buena Vista releases.

Kirk Douglas Brightens Adventure With Song in Walt Disney's '20,000 Leagues'

Kirk Douglas, one of Hollywood's most popular stars who is known for both his dramatic and action roles, comes up with a different side entirely in Walt Disney's great feature motion picture, "20,000 Leagues Under the Sea."

Douglas sings. It is a haunting sea-chantey type of thing called "A Whale of a Tale," which is exactly what the Disney filmization of the Jules Verne classic turns out to be.

The singing scene is a rollicking, light-hearted one, performed within the iron confines of Captain Nemo's nefarious submarine, Nautilus, with a pet seal enjoying the session as much as any listener could.

Douglas sings well. He sings effectively. And with his song sets the pace for a light-heartedness that until that point has not been too evident in this horrendous tale of experiences aboard a kind of sea raider man had never dreamed of before.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Violence, Heroics Pace Walt Disney's '20,000 Leagues Under the Sea'

Violence and heroics have paced many of the world's most memorable tales of great adventure.

Among them boldly stands Jules Verne's imaginative story, "20,000 Leagues Under the Sea," which Walt Disney has made into one of the most elaborate feature motion pictures of all time.

This is a tale which has kept readers all over the world spellbound for generations. With Kirk Douglas, James Mason, Paul Lukas and Peter Lorre sharing the top acting honors, the spectacular Disney film adds tremendous scope to Verne's prophetic invention of an atomic powered submarine in the hands of an obsessed killer and his crew.

Much of the thrilling action was photographed fathoms deep in the Caribbean under the direction of Richard Fleischer, with players and camera crews working in special diving suits to give it stark and often eerily beautiful reality.

The attack of a gigantic squid on the Nautilus has never been equalled for fury on the screen. Other highlights are Captain Nemo's vengeful destruction of oceanic shipping and the battles between him and his captives on the sub, leading up to the final atomic blast which sends the mad skipper and his craft to the bottom of the sea.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Robert Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2G

UNDERWATER TERROR—A shark makes a vicious pass at Kirk Douglas and Peter Lorre, who are exploring the ocean bottom in Walt Disney's Technicolor production, "20,000 Leagues Under the Sea." Buena Vista releases.

WALT DISNEY VENTURES INTO BRINY WITH ASSIST FROM FATHER NEPTUNE

Hollywood and Neptune combined to bring their most lavish treasures to the screen in Walt Disney's production, "20,000 Leagues Under the Sea."

Cooperating in an odd and hitherto undreamed of way, Hollywood's most distinguished personality and the King of the Oceans got together to make screen history. Disney brought crews of technicians, designers, cameramen, directors, divers and stars to the seat of operations. At two Caribbean locations Father Neptune, in turn, displayed his spectacularly lovely gold and coral realm beneath the sparkling blue-green tropical waters. The entire object was to capture on film the vast adventures of the submarine Nautilus which Jules Verne wrote about so dramatically a century ago.

The entire enterprise was something which brought with it untold difficulties and triumphant results. Long known for his technical authenticity and fascinated by Verne's oceanic fantasy, Disney saw no reason for making his live-action film any place but on the floor of the ocean.

Hence a year of preliminary work brought with it wide inquiries and research as to how this could be done technically. The first difficulty which presented itself was the

problem of how to get a camera down to where the actors were. That was solved by putting a standard Mitchell in a pressurized, water-proofed case. Then there was the business of finding divers who could handle a camera, or cameramen who were divers. This was solved by teaching the regular Disney crew how to operate in Neptune's domain.

Special credit goes to Howard Lightbourn, well-known Bahamian undersea expert, who led the Disney team to the coral reefs at the western tip of New Providence

which stands on the very brink of the ocean's depths.

Director Richard Fleischer, up to this point a dry-land man himself, liked the briny location and okayed the scene for on-the-spot location shooting.

In dollars-and-cents, the cost of this most elaborate of all the Disney films ran in the neighborhood of \$5,000,000.

As yet nobody has estimated the value of Neptune's co-operation. Disney's imaginative and executive genius, and Verne's shrewdly accurate glimpse into a future he never lived to see.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2H

OCEAN VIGIL—Peter Lorre, Paul Lukas and Kirk Douglas peer out of the hatch of the submarine Nautilus in Walt Disney's "20,000 Leagues Under the Sea." James Mason also stars in the Technicolor production. Buena Vista releases.

Peter Lorre, Famed As Top Heavy, Plays Comic for '20,000 Leagues'

STAR BIOGRAPHY

Peter Lorre, long famed for deeds of darkest film villainy, proves he can play more than one note on the dramatic scale in Walt Disney's "20,000 Leagues Under the Sea."

Lorre's role as Conseil, the meek scientist, is a refreshing change of pace for him and a source of hilarity for the audience in the fabulous picture.

His Disney role marked Lorre's thirty-fourth year as a performer. He was born on June 26, 1904, in Rosenberg, Hungarian village in the Carpathian Mountains. His parents, Alois and Elvira Lorre, moved to Vienna when Peter was about six. He grew up and was educated in that gay and carefree city, but his knowledge of the social whirl came second-hand from schoolmates. Peter's activities did not include attendance at theatres, yet he was stage struck.

Leaving home when he was 17, Lorre organized his own theatre, wrote his own plays, directed them, improvised scenery, and took the responsibility for the ultimate failure which followed. A period of joblessness ended when he became a clerk in a banking house. He hoped to continue his theatrical interests on the side but his hobby and his job were in constant conflict. After a short time the bank management and Lorre parted company with mutual relief.

After touring with a number of companies, Lorre was signed by Fritz Lang, film director. In 1931 he was literally catapulted to international fame, the result of his work as the pathological child-killer in the motion picture "M."

June, 1935 saw him in Hollywood, and he has been before the cameras ever since. After an absence, in which he produced and directed the German-made film "The Lost One," Lorre returned to join the cast of Walt Disney's elaborate new production, "20,000 Leagues Under the Sea."

Although his screen credits include everything from "Casablanca" to "The Constant Nymph," from "Crime and Punishment" to "Arsenic and Old Lace," Lorre's role in the Buena Vista release marks his chief non-criminal screen part.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-1D

PETER LORRE

Prophetic Jules Verne Novel Makes Exciting Disney Movie Century Later

Almost a hundred years ago Jules Verne, master story-teller of his day, shocked the literary world with an astounding novel packed with incredible glimpses of the future, revealing a kingdom of infinite mystery lying beneath the sea.

For years to follow "20,000 Leagues Under the Sea" received world-wide acclaim. It appeared in print in eighteen different languages, thrilling generation upon generation of avid readers.

Today this book can no longer be considered pure fiction. The passage of time has placed every element within its contents into the realms of possibility, probability and, finally, reality. And though time has proven Jules Verne to be a prophet it does not diminish the impact of his book. Today's readers still experience the vivid excitement that impressed yesterday's readers.

It is this powerful spirit of high adventure that Walt Disney has woven into one of his most ambitious screen endeavors — "20,000 Leagues Under the Sea"—a multi-million dollar photographic scientific expedition into the never-ending depths of the Caribbean. After months of precise planning, the technicians, cameramen, expert div-

ers and feature performers created a motion picture that will endure as long as man retains the urge to challenge the unknown.

Here are the grotesque sea monsters that dwell in the inky blackness 12 to 15 miles below the surface of the ocean. Here are the sunken treasure galleons that lay lost for centuries in undiscovered aquatic regions. The giant squid, tiger shark, manta ray, deadly serpentine creatures fiendishly guarding their domain against the penetration of man, and the legendary submarine, "Nautilus," speeding into all this pulsating screen life.

Jules Verne pictured Ned Land, the indomitable harpooner, as a man "with an uncommon quickness of hand . . . skilled, cool and audacious, who knew no equal in his dangerous occupation." Disney se-

lected Kirk Douglas to portray the brawling seaman.

Verne saw the mysterious Captain Nemo, the most compelling figure in all the world of adventure, as a man "of great self-confidence and courage . . . vast intelligence and a highly nervous temperament." James Mason was chosen for this part.

For the part of Professor Aronnax, who symbolizes man's ceaseless desire to learn and harness the powers of the universe, Disney selected Paul Lukas.

Verne painted Conseil as being "apt at any service required of him . . . of health which defied all sickness and completely without nerves." For the role of the unpredictable little explorer who found himself in the midst of history's biggest moment, Disney cast Peter Lorre.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Disney Magic Plus Verne Imagination Make Film Drama

That Jules Verne, noted French fictionist writing a century ago, foresaw in his imagination the trend of Twentieth Century scientific discovery is apparent in Walt Disney's amazing feature motion picture, "20,000 League Under the Sea."

This elaborate production is an amazing visualization of the author's famous novel about the submarine Nautilus. Manned by a strange crew of which the moody Captain Nemo was master, the craft traveled from tropic waters to arctic ice-fields—keeping close to the ocean bottom.

Verne's imagination seems to have been little short of prophetic. Not only did it encompass a sub-ocean craft that could submerge and surface at will, and stay "below" for as long as its commander desired, it ran the gamut of many other ultra-modern devices, from air-compression to electrically fired jet-propulsion guns.

Overcoming difficulties never before encountered in motion picture production, Disney has brought all of this and more to the screen in a dramatic adventure feature much of which was actually photographed far below the surface of the sea.

Rehearsal Calls For Underwater Change In Walt Disney Film

Rehearsals of Walt Disney's gigantic "20,000 Leagues Under the Sea" took on odd shapes as the fabulous production proceeded in, around and under the Caribbean sea.

For instance Kirk Douglas, who stars with James Mason, Paul Lukas and Peter Lorre, stripped down from heavy diving gear to rehearse a scene in light aqualung equipment.

Refusing the services of a professional stunt man, Douglas did all the hazardous underwater scenes himself, proving to be as much at home in diving helmet and flippers as he is on a studio set.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.

Walt Disney Develops Diving Rig For Filming of '20,000 Leagues'

Walt Disney's career is the foremost example of the theory that what benefits one, benefits all.

From his earliest days as a producer, Disney has brought to the screen unique entertainment and has developed a number of new tools with which to make bigger and better pictures. In his fascinating drama, "20,000 Leagues Under the Sea," he was instrumental in developing an entirely new diving rig.

The major portion of his most elaborate film was taken on the bottom of the Caribbean Sea. Sequences called for actors and camera crew to roam the depths exactly as the characters in Jules Verne's book had done. With Kirk Douglas refusing the services of a stunt man, and director Richard Fleischer insistent upon directing underwater scenes underwater, there were technical as well as safety problems.

Up to the beginning of pre-production conferences at the Disney studio, there was no safe, self-contained diving rig.

There were only two methods of going underwater, one in a standard diving suit which has air lines to the surface and the other in an aqua-lung, with the diver carrying compressed air in tanks on his back. Fred Zendar, chief diving expert, and designer Harper Goff combined their talents to invent the suit Jules Verne had described almost a century before.

The book called for a deep-sea diving helmet which was self contained, like an aqua-lung. Zendar and Goff adapted the Japanese sponge-divers helmet as a first step, then figured a way to carry the air to the helmet from aqua-lung tanks strapped on the divers' backs. The outfit weighed 225 pounds.

The weight is distributed this way: lead-soled shoes, 40 pounds; compressed air tanks, 125 pounds. Double tank units were used with enough air to keep the crew under

water 55 minutes. The emergency tank worn on the front of the suit weighed 10 pounds; helmet and breastplate, 20 pounds, lead weights to balance the air tanks, 30 pounds.

Standard equipment other than the diving gear was long woolen underwear and heavy woolen socks, for even tropical seas are cold at such depths. Black leather gloves protected the actors against coral cuts. In addition, everybody had his own heavy rubber diving suit covering him from neck to toes.

Each diver had to be helped from his bench to the ladder where he descended into the ocean, and two assistants were retained for this purpose. The weight of the gear was so great that the men were completely helpless on the surface. Once in the water, however, the suit gave him complete mobility. Each man was able to move freely as the sequence progressed.

Dubbed the 'Nemo' in honor of the moody Captain of the submarine, Nautilus, in the film, the suits enabled Producer Disney, stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre, and Director Richard Fleischer to enter a world of frightening depths and unearthly beauty, the locale of the film. Buena Vista releases.



Mat SEA-2J

UNDERSEA PROCESSION—The crew of the Nautilus makes its eerie way across the ocean floor in Walt Disney's "20,000 Leagues Under the Sea." Based on the Jules Verne novel, the Technicolor production stars Kirk Douglas and James Mason. Buena Vista releases.



Mat SEA-2K

THE NAUTILUS, Captain Nemo's fabulous undersea craft, was built by Walt Disney artisans to Jules Verne's specifications for the filming of "20,000 Leagues Under the Sea." Kirk Douglas and James Mason star in the Buena Vista release.



Mat SEA-2L

MYSTERIES UNVEILED—James Mason, as Captain Nemo, shows Paul Lukas the mysteries of the deep in Walt Disney's "20,000 Leagues Under the Sea." Kirk Douglas and Peter Lorre also star in the Technicolor production. Buena Vista releases.

Walt Disney Picks Paul Lukas For Tricky '20,000 Leagues' Role

Walt Disney's decision to sign Paul Lukas for the role of Professor Pierre Aronnax in his fabulous motion picture, "20,000 Leagues Under the Sea," was based on the producer's knowledge of the actor's long career as a brilliant interpreter of complex and difficult roles.

In the Disney picture, as in the Jules Verne novel, Aronnax is the focal point of the plot—the man who agrees to the great sea-monster investigation and who, on discovering the culprit to be Captain Nemo in his fantastic submarine, keeps the story running with his great knowledge and diplomacy.

Stage and screen audiences all over the world have applauded Lukas' work for most of half a century.

After enjoying tremendous theatrical success in Europe, Paul arrived in Hollywood just as the silent era was coming to an end. His first assignment was learning English. This he did in less than six months, and still sees nothing extraordinary in the feat. His American film debut was made in 1928 when he co-starred with Ruth Chatterton and Clive Brooks in "The Vice Squad." Since then he has appeared in nearly 100 films.

A native of Hungary, Lukas was educated at the College of Budapest. In 1914 he was drafted into the army after graduation.

He got his professional training at the Actors School of Budapest's national theatre. In nine years Lukas played 60 roles, among them the title role in Ferenc Molnar's "Liliom," a part he created.

Jesse Lasky and Adolph Zukor, touring the continent on a search for fresh talent, saw Lukas and signed him for starring roles at Paramount in 1927. While a member of the Comedy Theatre, Lukas had appeared in one motion picture—"Samson and Delilah" for the great Max Reinhardt.

Most noteworthy of all his stage appearances came in 1941, when he starred in Lillian Hellman's powerful melodrama, "Watch on the Rhine." His performance won him the coveted Delia Austrian medal for the year's most distinguished performance. Two years later, in 1943, he repeated his theatrical triumph for the screen—and promptly won an Academy Award as the best actor of that year. More recently he co-starred with Ethel Merman in the musical success, "Call Me Madam," which had a two year run on Broadway. His next New York appearance was in "Flight Into Egypt."

Since the beginning of sound Lukas has played in more than a score of important pictures. One of his greatest and most recent movie roles was in "Four Horsemen of the Apocalypse."

Lukas stands 6 feet, one inch tall, weighs 180 pounds, has brown hair and brown eyes. He has been one of the best tennis players in Hollywood and is an accomplished fencer and horseman. He married Gisella "Daisy" Benes in 1927. The couple have no children.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-1E

PAUL LUKAS

Mysterious Captain



Mat SEA-1F

JAMES MASON is Walt Disney's choice to portray Captain Nemo in "20,000 Leagues Under the Sea." The Technicolor picture also stars Kirk Douglas, Peter Lorre and Paul Lukas. Buena Vista releases.

'20,000 Leagues Under the Sea' Fabulous Underwater Adventure

Though the public has become accustomed to seeing Walt Disney do new and challenging things to provide theatre-goers with the Disney brand of entertainment, it will be gratified to learn that "20,000 Leagues Under the Sea" is his most fabulous adventure in motion picture production to date. All major scenes were shot fathoms beneath the sea.

It will be recalled that Jules Verne's novel deals with the exploits of Captain Nemo and the outcast crew that sailed with him on the submarine Nautilus. Their adventures take place, for the most part, far below the surface of the ocean. Any faithful translation from book to screen entails filming the picture in its natural locale—the depths of the ocean.

This the inventive Walt and his highly skilled crew have accomplished with characteristic brilliance. The indomitable producer's refusal to let seemingly impossible conditions stand in the way of his obtaining the results he strives for, again brings to his host of picture patrons a spectacular and unique feature.

Most of this feature-length live-action drama, with its highly dramatic photography, and its brilliant cast, has been staged, enacted and "shot" on the dangerous coral reefs of Jamaica's Montego Bay and under the waters of Nassau's tropical harbors.

The technical accomplishment is a story of many chapters. An entire year's preparation was devoted to the problems which such an undertaking presented. One by one apparently insurmountable difficulties were met and conquered. Every hindrance lying in the path of accomplishment was cleared in the Disney manner. The result indicates an inventiveness surpassing the imaginative creation of Verne himself.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2N

ONE-SIDED BATTLE—Brave but outnumbered, Kirk Douglas, as seaman Ned Land, is overpowered by the crew of the Nautilus. This amazing submarine is captained by James Mason in Walt Disney's Technicolor Production, "20,000 Leagues Under the Sea." Buena Vista releases.

WALT DISNEY OUT-VERNES VERNE IN '20,000 LEAGUES'

Things Jules Verne never dreamed of were part of the standard equipment used by Walt Disney and his crew of actors, technicians and experts during the production of Disney's most fabulous feature motion picture, "20,000 Leagues Under the Sea."

With most of the briny sequences taken in Jamaica's Montego Bay and the wondrous harbor of Nassau, determined to capture Verne's imaginary world on film, Disney sought to make a picture underwater. To that end a main base of floating operations was established, with a fleet of six boats constantly available to the cast and crew working on the coral reefs far below the surface of the water. Among the boats was a former LCT which was transformed into a central office.

Its 20 tons of equipment ranged from a four-inch screwdriver, price 35 cents, to three underwater cameras—\$5,000 each. Company, cameras, and all technical devices were shipped from Hollywood. Chief problem was refilling oxygen tanks, a highly skilled job which, under the circumstances, permitted no margin for error.

Special casings, water proofed and pressurized, were designed for the standard cameras, while those engaged in work on the amazing production took their chances with diving helmets similar to those described by Verne in his book, written almost a century ago.

As seen from a seat in the theatre the imagery of Jules Verne becomes a very definite screen fact... thanks to pioneer Walt Disney and his inventive genius.

In color by Technicolor, "20,000 Leagues Under the Sea" stars Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. Richard Fleischer directed from the Earl Felton screenplay which was based on the famous novel by Jules Verne. Buena Vista releases.



Mat SEA-2M

UNDERSEA HARVEST—Crewmen of the fabulous submarine, Nautilus, gather food from a sunken island in Walt Disney's Technicolor motion picture, "20,000 Leagues Under the Sea," starring Kirk Douglas and James Mason. Buena Vista releases.

Carefree Sailor



Mat SEA-1G

Kirk Douglas plays master harpooner Ned Land in Walt Disney's "20,000 Leagues Under the Sea." The Technicolor picture is based on the famous Jules Verne novel. Buena Vista releases.

Superb Foursome Heads Cast of Disney Sea Drama

With every top masculine performer in Hollywood clamoring to enact one of the roles known and beloved by millions of readers throughout the world, Walt Disney carefully selected four stars who combined superior technical craftsmanship with great popular appeal for "20,000 Leagues Under the Sea."

The role of Ned Land, the heroic harpooner, went to Kirk Douglas, whose vigorous interpretations of strong parts have made him one of the industry's most sought-after leading men. A change of pace from the "heels" and high-strung heroes he has played so well since "Champion," which won him an Academy Award nomination, this part cast him in a sympathetic light and gave him a chance to display his fine baritone voice.

James Mason, accounted an actor of unsurpassed ability on both sides of the Atlantic, was first choice for the part of Captain Nemo, the dark genius of the Verne novel. The subtle shadings and marked intelligence of his performance give depth and dimension to a character that might have been a routine "heavy" in less capable hands.

Paul Lukas, winner of an Academy Award for his performance in "Watch on the Rhine," is, as he has been for decades, one of the most versatile and dependable actors on stage or screen. In the role of the erudite, gentle scientist, Professor Pierre Aronnax, Lukas has one of his most dramatic roles in a long career.

For the meek and mild-mannered Conseil, assistant to Professor Aronnax, Producer Disney chose Peter Lorre, who, until this picture, had been firmly identified with villainous roles. He is just as talented at getting laughs as he is at scaring audiences.

LOOKING AHEAD

THESE THREE . . .
Can Make Every Month Your Biggest
Family Boxoffice Month!

WALT DISNEY PRESENTS *The Incredible Journey*

BODGER THE BULL TERRIER **TAO** THE SIAMESE CAT **LUATH** THE LABRADOR RETRIEVER

AND ALSO FEATURING
EMILE GENEST **SANDRA SCOTT** **JOHN DRAINIE**

WITH THE TALENTS OF **REX ALLEN** SCREENPLAY BY **JAMES ALGAR** BASED ON THE BEST-SELLING BOOK BY **SHEILA BURNFORD**

CO-PRODUCER **JAMES ALGAR** FIELD PRODUCER FOR CANGARY LIMITED **JACK COUFFER** DIRECTED BY **FLETCHER MARKLE**

TECHNICOLOR® Released by Buena Vista Distribution Co., Inc.
 ©1963 Walt Disney Productions



Coming! For all the world to enjoy!

*You'll meet the newest
 and most fabulously
 funny characters
 ever to come to life!*



© 1963 Walt Disney Productions

Coming Soon!

**AN ENCHANTED CAT? No one can deny
 that her strange powers
 affected the lives of
 these three people!**

Walt Disney
 presents

The Three Lives of

THOMASINA

BASED ON THE BEST SELLING NOVEL BY PAUL GALLICO

STARRING
PATRICK MCGOOHAN **SUSAN HAMPSHIRE**

AND INTRODUCING **KAREN DOTRICE**

TECHNICOLOR®

©1963 Walt Disney Productions



LORI, whose mysterious magic was nothing but love.



ANDREW, who had forgotten how to love.



MARY, who loved Thomasina more than herself.

ADVERTISING

Based on the famous
Jules Verne
novel

The adventure written a hundred years
before its time becomes a motion picture
to be remembered forever!

Walt Disney
presents

20,000 Leagues UNDER THE Sea

TECHNICOLOR®
CINEMASCOPE

KIRK DOUGLAS

JAMES MASON

PAUL LUKAS

PETER LORRE

Directed by RICHARD FLEISCHER Screenplay by EARL FELTON Re-Released by BUENA VISTA DISTRIBUTION Co., Inc.
© Walt Disney Productions

T H E A T R E

Mat 402 540 lines—4 cols. x 136 lines (39 inches)



Mat 404 268 lines—4 cols. x 67 lines (19 inches)



Mat 304 366 lines—3 cols. x 122 lines (26 inches)

... Out of the depths of never-ending ocean comes the mightiest motion picture of them all!

KIRK DOUGLAS

JAMES MASON

PAUL LUKAS

PETER LORRE

WALT DISNEY presents

20,000 Leagues Under the Sea

Based on the famous Jules Verne novel

TECHNICOLOR® CINEMASCOPE

Directed by **RICHARD FLEISCHER** Screenplay by **EARL FELTON** Re-Released by **BUENA VISTA Distribution Co.** © Walt Disney Productions

T H E A T R E

Mat 203 326 lines—2 cols. x 163 lines (23 inches)



The Mightiest Motion Picture of them All!

Walt Disney presents

20,000 Leagues Under the Sea

DOUGLAS

MASON

LUKAS

LORRE

RICHARD F. FLEISCHER **EARL FELTON**

TECHNICOLOR® CINEMASCOPE

T H E A T R E

Mat 204 84 lines—2 cols. x 42 lines (6 inches)

Out of Jules Verne's great human adventure comes

The **MIGHTIEST** Motion Picture of them All!

WALT DISNEY'S

20,000 Leagues Under the Sea

TECHNICOLOR® CINEMASCOPE

Starring **KIRK DOUGLAS · JAMES MASON**
PAUL LUKAS · PETER LORRE

Directed by **RICHARD FLEISCHER** Screenplay by **EARL FELTON**
Re-Released by **BUENA VISTA Distribution Co.** © Walt Disney Productions

T H E A T R E

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

WALT DISNEY presents

20,000 Leagues UNDER THE Sea

starring **KIRK DOUGLAS · JAMES MASON · PAUL LUKAS · PETER LORRE**

TECHNICOLOR® · RICHARD FLEISCHER · EARL FELTON · CINEMASCOPE


Re-Released by BUENA VISTA Distribution Co., Inc. © Walt Disney Productions

T H E A T R E

Mat 401 144 lines—4 cols. x 36 lines (10 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

takes you deeper
ever deeper...into
never ending ocean
...into drama unparalleled
...into the mightiest
adventure of them all!



Walt Disney presents

20,000 Leagues UNDER THE Sea

TECHNICOLOR® CINEMASCOPE

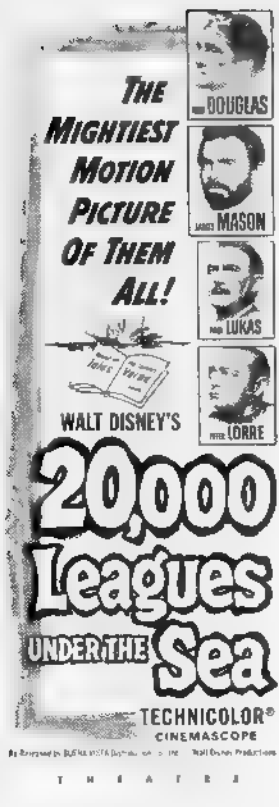
starring **KIRK DOUGLAS · JAMES MASON · PAUL LUKAS · PETER LORRE**

Directed by **RICHARD FLEISCHER** Screenplay by **EARL FELTON**

Re-Released by BUENA VISTA Distribution Co., Inc. © Walt Disney Productions

T H E A T R E

Mat 303 426 lines—3 cols. x 142 lines (30 inches)



Mat 102 73 lines (5 inches)



Mat 305 90 lines—3 cols. x 30 lines (6 inches)



Mat 206 30 lines—2 cols. x 15 lines (2 inches)

For Your Mighty Holdover Ads

HELD OVER for 2nd MIGHTY WEEK!

NOW IN ITS 2nd BIG WEEK!

HELD OVER 2nd Hit Week!

**HELD OVER
2nd WEEK!**

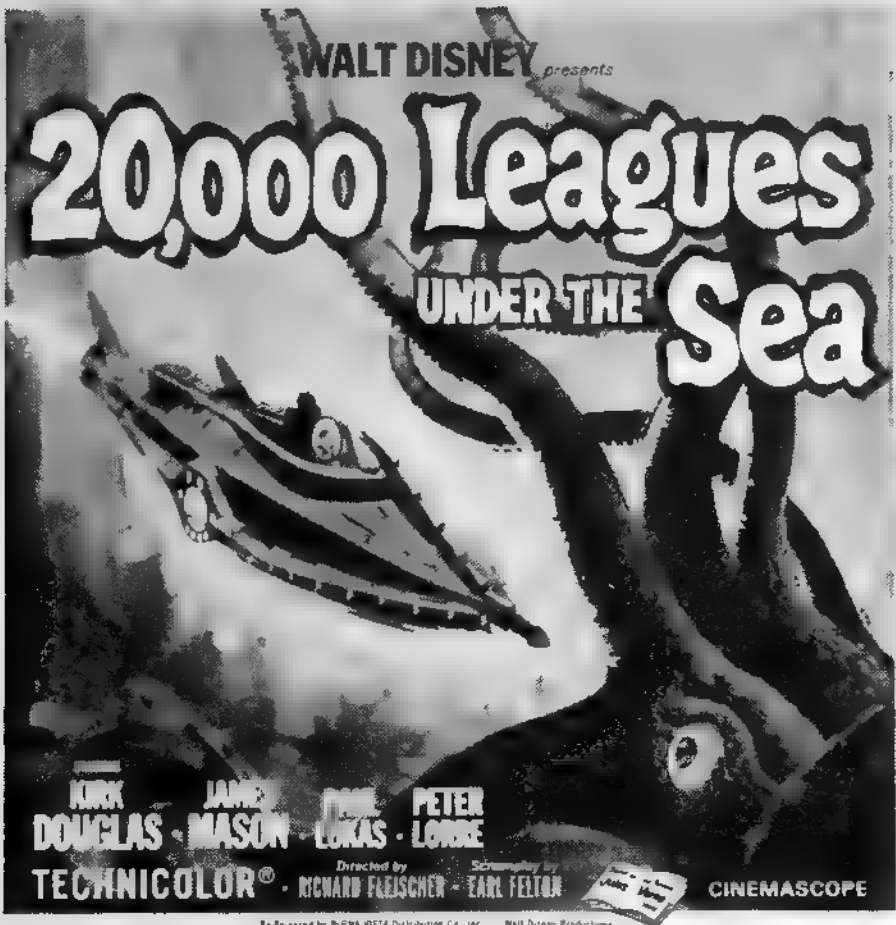
Mat SEA-XX

**HELD
OVER!**

**HELD
OVER!**

For these 2nd Week Holdover Ads and other Holdover Ads for 3rd and 4th weeks, order Mat from National Screen Service.

THE MIGHTIEST MOTION PICTURE OF THEM ALL!



T H E A T R E

Mat 307 279 lines—3 cols. x 93 lines (20 inches)



T H E A T R E

BRING IN
THAT
BIG AUDIENCE

that loves 2 Disney
hits twice as much
as one! Run these
slugs above the sec-
ond part of your
Disney double fea-
ture ads.

Extra - 2nd DISNEY HIT!

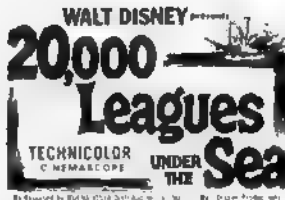
Extra - 2nd DISNEY HIT!

Extra - 2nd DISNEY HIT!

Extra - 2nd Disney Hit

Extra - 2nd Disney Hit

Mat BV-HIT



Mat 106 14 lines (1 inch)



Mat 105 14 lines (1 inch)

**BILLING REQUIREMENTS TO BE COMPLIED WITH
IN ALL ADVERTISING (including paid publicity)**

The following cast and production credits shall be displayed, in the order and size indicated in all advertising and paid publicity (other than group list teasers) in all special advertising and advertisements of EIGHT (8) COLUMN INCHES OR LESS. The percentage size designated for each name indicates its percentage size of the title, unless otherwise indicated. The title size of 100% is determined by the average height of the letters in the title.

**20,000 LEAGUES
UNDER THE SEA**

WALT DISNEY Presents	Use obligatory in all advertising
20,000 LEAGUES UNDER THE SEA	100%
Starring	Last name must be 100% of the size of type used to display the name of Walt Disney
1. KIRK DOUGLAS	First name must be 75% of the size of type used to display the name of Walt Disney 1st Starring Position
2. JAMES MASON	Must be same size of type used to display the name of Kirk Douglas 2nd Starring Position
3. PAUL LUKAS	Last name approximately 75% of the size of type used to display the name of Walt Disney (must be smaller than the last name of the two preceding Co-stars) First name approximately 50% of the size of type used to display the name of Walt Disney (must be smaller than the first name of the two preceding Co-stars) 3rd Starring Position
4. PETER LORRE	Same size of type used to display the name of Paul Lukas 4th Starring Position
Screen Play by EARL FELTON	15% of title, 3 1/2" on 24-sheets
Based on the famous novel by JULES VERNE	Approx. 5% Readable type Use obligatory
Directed by RICHARD FLEISCHER	15% of title, 3 1/2" on 24-sheets
TECHNICOLOR®	25% Use obligatory
CINEMASCOPE	At least 10%, in readable type Use obligatory
Re-Released by BUENA VISTA DISTRIBUTION CO., INC.	Approx. 5% Use desirable. Small readable type allowed except where space limitation precludes use.

The Mightiest Motion Picture of them All!

Walt Disney
presents

20,000 Leagues UNDER THE Sea

Directed by
RICHARD FLEISCHER

Screenplay by
EARL FELTON

Re-Released by BUENA VISTA Distribution Co., Inc. Walt Disney Productions

TECHNICOLOR®
CINEMASCOPE

T H E A T R E



Mat 306 252 lines—3 cols. x 64 lines (18 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

WALT DISNEY *presents*

20,000 Leagues—Sea

KIRK DOUGLAS JAMES MASON PAUL LUKAS PETER LORRE

Re-Released by BUENA VISTA Distribution Co., Inc. Walt Disney Productions

CINEMASCOPE TECHNICOLOR®

T H E A T R E

Mat 205 54 lines—2 cols. x 27 lines (4 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

WALT DISNEY *presents*

20,000 Leagues UNDER THE Sea

KIRK DOUGLAS JAMES MASON PAUL LUKAS PETER LORRE

TECHNICOLOR® Directed by RICHARD FLEISCHER Screenplay by EARL FELTON CINEMASCOPE Re-Released by BUENA VISTA Distribution Co., Inc. Walt Disney Productions

T H E A T R E



Mat 406 156 lines—4 cols. x 39 lines (11 inches)

Walt Disney
presents

20,000

Leagues

UNDER THE Sea

starting
KIRK DOUGLAS
JAMES MASON
PAUL LUKAS
PETER LORRE

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

TECHNICOLOR® CINEMASCOPE
Directed by **RICHARD FLEISCHER** • Screenplay by **EARL FELTON**
Re-Released by BUENA VISTA Distribution Co. Inc. © Walt Disney Productions

T H E A T R E

Mat 403 400 lines—4 cols. x 100 lines (29 inches)

The Mightiest
Motion Picture
of them All!

WALT DISNEY'S

20,000

Leagues

UNDER THE Sea

TECHNICOLOR® CINEMASCOPE
KIRK DOUGLAS • JAMES MASON
PAUL LUKAS • PETER LORRE

Re-Released by BUENA VISTA Distribution Co. Inc. © Walt Disney Productions

T H E A T R E

Mat 103 60 lines (4 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

Walt Disney
presents

20,000

Leagues

UNDER THE Sea

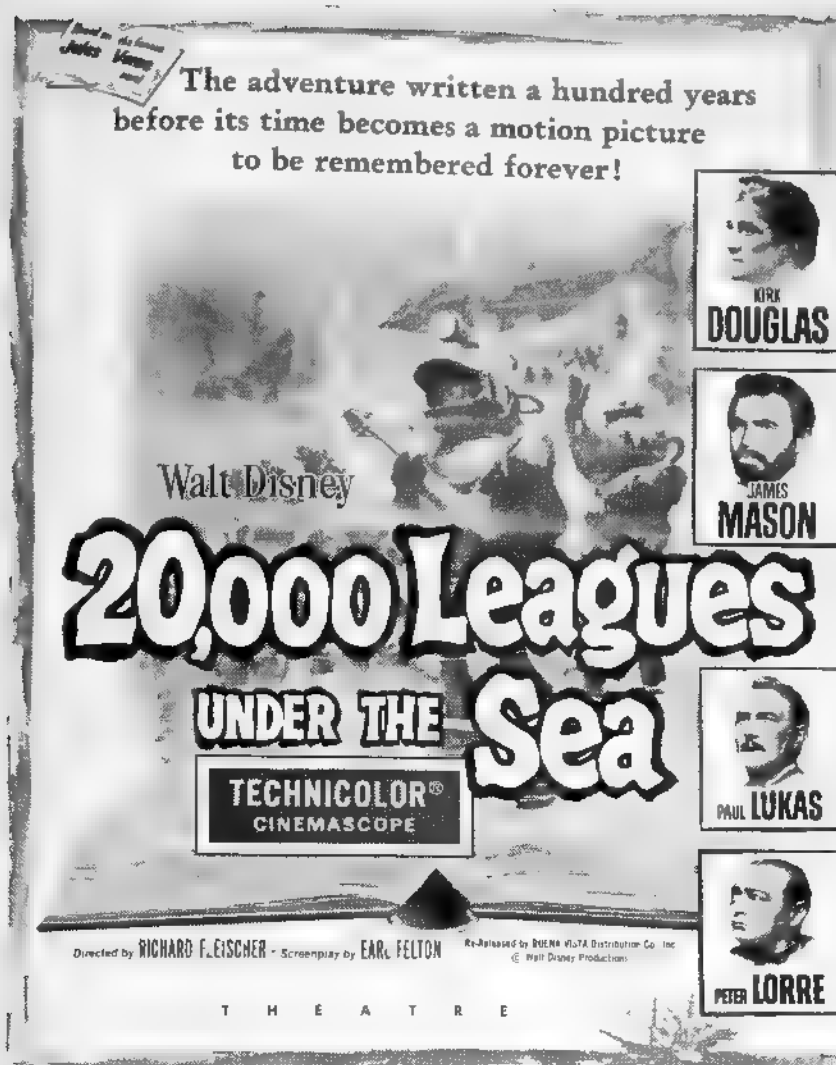
TECHNICOLOR® CINEMASCOPE

Directed by **RICHARD FLEISCHER** Screenplay by **EARL FELTON** Re-Released by BUENA VISTA Distribution Co. Inc. © Walt Disney Productions

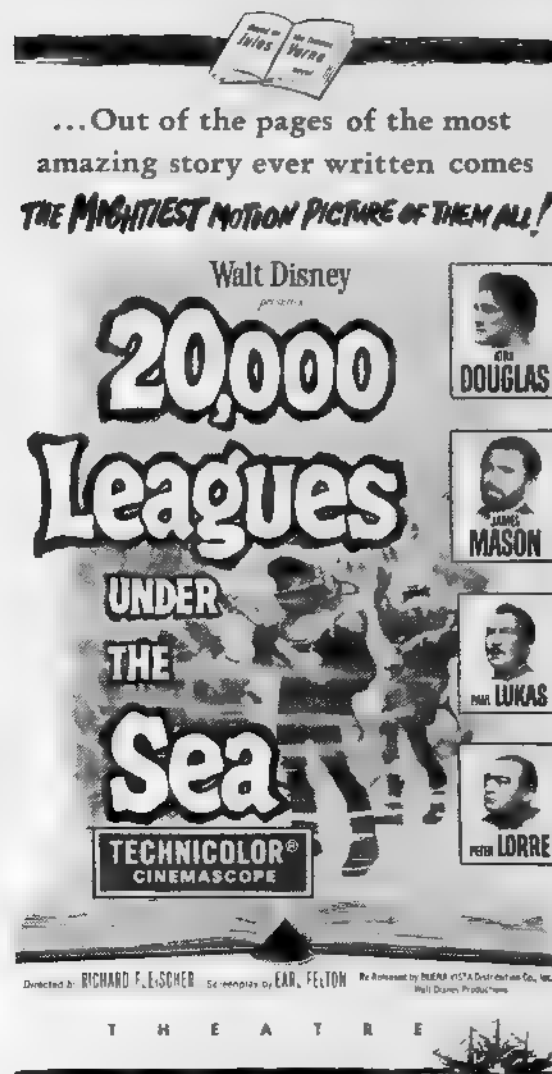
T H E A T R E

Mat 202 160 lines—2 cols. x 80 lines (11 inches)





Mat 301 294 lines—3 cols. x 98 lines (21 inches)



Mat 207 122 lines—2 cols. x 61 lines (9 inches)

Mr. Exhibitor

Alert your patrons to the big upcoming feature from Walt Disney. Use these special "next attraction" slugs with all the ads for your previous program. They are designed to run with any size ad. Order Mat SEA-AA now!

Coming! Walt Disney's **20,000 Leagues UNDER THE Sea** TECHNICOLOR®

NEXT ATTRACTION Walt Disney's **20,000 Leagues UNDER THE Sea** TECHNICOLOR®

NEXT ATTRACTION WALT DISNEY'S **20,000 Leagues UNDER THE Sea** TECHNICOLOR®

Mat SEA-AA

COMING! WALT DISNEY'S **20,000 Leagues UNDER THE Sea** TECHNICOLOR®

Coming! WALT DISNEY'S **20,000 Leagues UNDER THE Sea** TECHNICOLOR®

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

Walt Disney
presents

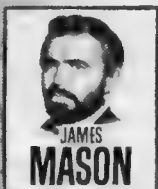
20,000 Leagues

UNDER

THE

Sea

TECHNICOLOR®
CINEMASCOPE

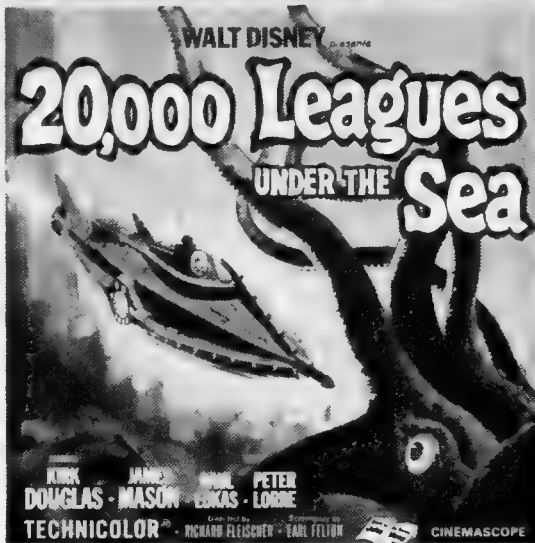


Directed by RICHARD FLEISCHER · Screenplay by EARL FELTON · Re-Released by BUENA VISTA Distribution Co., Inc. © Walt Disney Productions

T H E A T R E

Mat 302 279 lines—3 cols. x 93 lines (20 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!



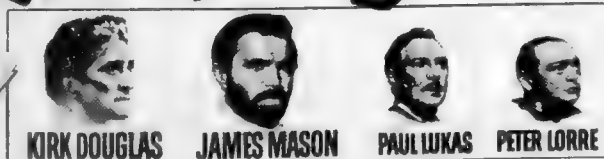
Re-Released by BUENA VISTA Distribution Co., Inc. © Walt Disney Productions
T H E A T R E

Mat 208 122 lines—2 cols. x 61 lines (9 inches)

THE MIGHTIEST MOTION PICTURE OF THEM ALL!

WALT DISNEY presents

20,000 Leagues UNDER THE Sea



TECHNICOLOR®
Directed by
RICHARD FLEISCHER
Screenplay by
EARL FELTON
CINEMASCOPE

Re-Released by BUENA VISTA Distribution Co., Inc. © Walt Disney Productions

T H E A T R E

Mat 405 200 lines—4 cols. x 50 lines (14 inches)



Composite Ad Mat SEA-4X

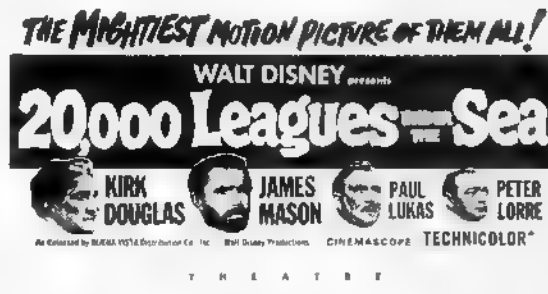
This many-purposed advertising and publicity mat is an indispensable item in planning your campaign. Ideal for smaller situations and perfect supplement for larger campaigns, the ads included come in a full variety of sizes. All scene cuts have been specifically chosen on the basis of their editorial content. Run in a series or as part of a large campaign plan.



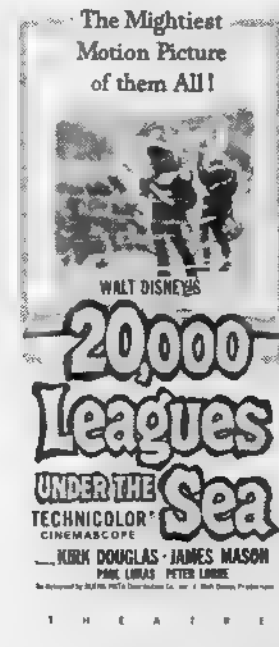
73 lines (5 inches)



30 lines—2 cols. x 15 lines (2 inches)



54 lines—2 cols. x 27 lines (4 inches)



60 lines (4 inches)



14 lines (1 inch)



14 lines (1 inch)



Mat SEA-4X

ORDER FROM NATIONAL SCREEN

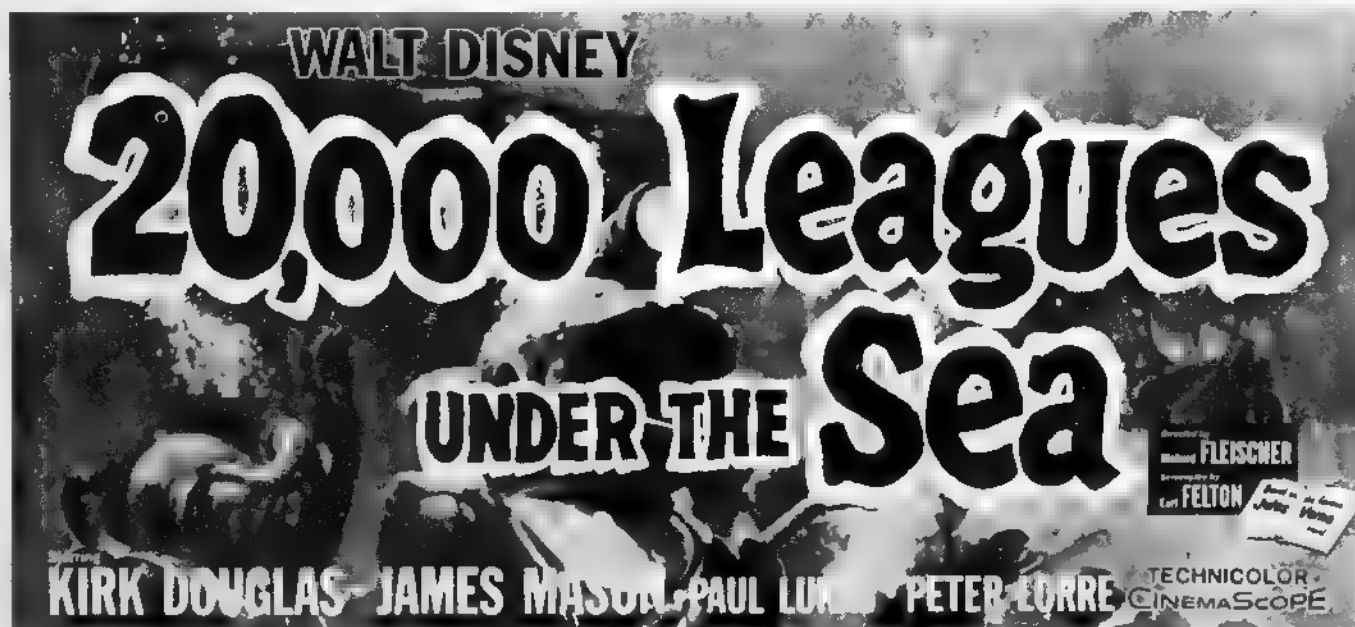
Page 21

Free CO-OP AD MAT

SPECTACULAR VALUES!

(Suggested Headline)

ADVERTISEMENT	ADVERTISEMENT	ADVERTISEMENT
ADVERTISEMENT	ADVERTISEMENT	ADVERTISEMENT
ADVERTISEMENT	ADVERTISEMENT	ADVERTISEMENT



T H E A T R E

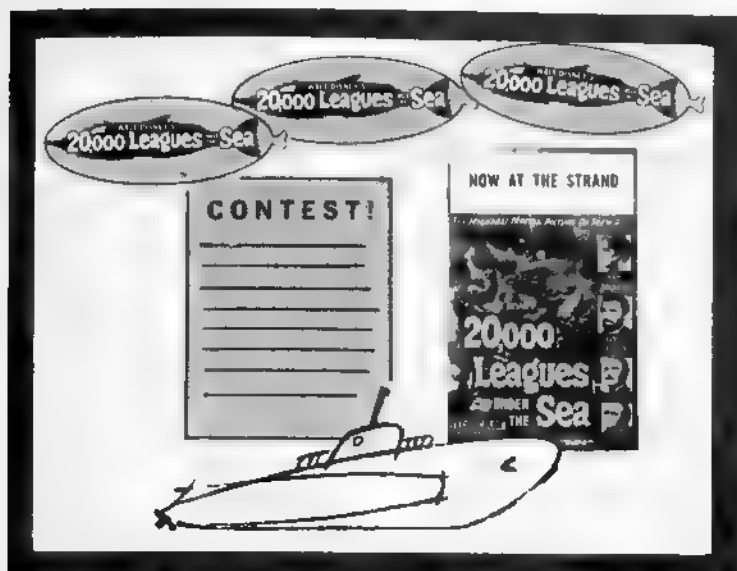
NOW AVAILABLE IN 2 SIZES: 8 COLUMNS AND 5-COLUMN TABLOID SIZE. SPECIFY WHEN ORDERING.

ORDER FREE FROM
BUENA VISTA DISTRIBUTION CO., INC.

ATTN.: SPECIALTY DEPARTMENT
477 MADISON AVENUE • NEW YORK 22, N. Y.

ON-TARGET EXPLOITATION

RUN A CONTEST FOR HOBBYISTS!



SUGGESTED WINDOW DISPLAY

All model builders have a tremendous interest in the new and exciting atomic submarines. Excite their interest still further with a contest based on original models of the first atomic submarine, Captain Nemo's Nautilus, as seen in Walt Disney's "20,000 Leagues Under the Sea."

Set up an announcement display in the window of every hobby shop in town. The suggested display at left requires the following materials. A window card with your theatre name and starting date, specially imprinted balloons, a painted sign giving the contest details, and any model or models of atomic submarines available in the hobby shop.

Keep the rules simple! Allow anyone to enter. The winning model (or models) is the one that looks most like the Nautilus. Contestants can work from their observations or from imagination. As a publicity plus, let the hobby editor of the local newspaper be contest judge.

Use Big Golden Books, Gold Key Comic Books and Storyteller Albums as prizes! A reminder: Display materials and prizes are available now. See the check list on this page.

YOUR TARGET: HOBBYISTS OF ALL AGES!

GET EXTRA TV EXPOSURE!

Your "20,000 Leagues" campaign is backed by FOUR exciting entertainment film clips, available to you to supply FREE to your local television stations. This is the kind of entertainment their viewers are seeking. Get every station into the act. Suggest that they be used as a prime time supplement to educational programs, children's programs, live audience programs, etc. Remember! That big post-summer televiewing surge is your springboard to bigger grosses. See page 2 for more details.

YOUR TARGET: EVERY TV VIEWER!

NOTE!

Your publicity campaign calls for extensive use of still photos for display and planting!

ORDER THEM NOW FROM NATIONAL SCREEN SERVICE!

Exchange set 'A' includes 20 flat 8x10 black and whites
Exchange set 'B' includes 15 upright 8x10 black and whites

GET EXTRA POSTER DISPLAY!

Your educational 1-sheet (see back cover) is an exciting poster with proven appeal. Have it displayed in schools and libraries, at newsstands where Gold Key Comic Books are sold, at book stores, children's stores and department stores where Golden Books are sold, at music stores where Vista Records are sold.

The widespread use of glass doors extends the out-of-the-theatre potential of door panels (see page 27). Display them on the doors of all the establishments listed above.

YOUR TARGET: SHOPPERS, STUDENTS, BOOK LOVERS!

PROMOTE THROUGH LIBRARY STORY HOUR!

Saturday morning library story hour is a big event in the lives of millions of children. That is when the local librarian reads favorite stories to the youngsters to introduce them to the great rewards of good literature.

You can help her and yourself by giving her a

"20,000 Leagues" Storyteller Album (see page 25), so that she can introduce her avid listeners to the great Jules Verne novel, and the mighty Walt Disney motion picture, in the most exciting way possible. A reminder, Mr. Showman! Make sure a phonograph, in good working order, is on hand for your library story hour!



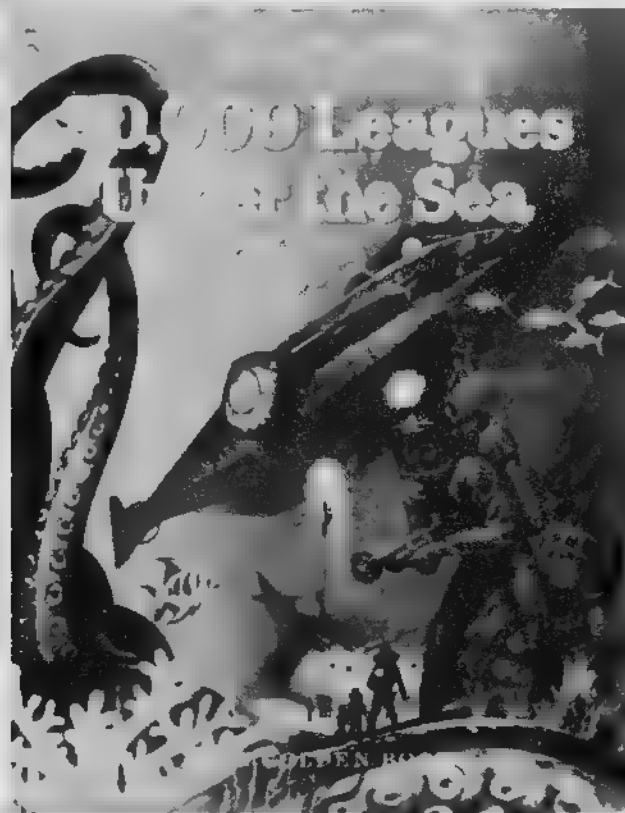
YOUR TARGET: EVERY YOUNG LIBRARY-GOER!

EXHIBITOR'S CAMPAIGN CHECKLIST

	PAGE		PAGE		PAGE
<input type="checkbox"/> TV entertainment film clips	2	<input type="checkbox"/> Ad mats, including "Next Attraction," holdover and "2nd Disney Hit" slugs	11-20	<input type="checkbox"/> Publications	24
<input type="checkbox"/> TV commercials	2	<input type="checkbox"/> Composite ad mat	21	<input type="checkbox"/> Storyteller album	25
<input type="checkbox"/> TV slide and telop	2	<input type="checkbox"/> Co-op ad mat (2 sizes)	22	<input type="checkbox"/> Coloring contest	26
<input type="checkbox"/> Trailers	3	<input type="checkbox"/> Exploitation ideas	this page	<input type="checkbox"/> Door panels (and order blank)	27
<input type="checkbox"/> Radio commercials	3	<input type="checkbox"/> Advertising balloons	24	<input type="checkbox"/> Flags and banners	27
<input type="checkbox"/> Preview record	3			<input type="checkbox"/> Posters and lobby accessories	back cover
<input type="checkbox"/> Publicity stories and scene cuts	4-9				

PROMOTE WITH PUBLICATIONS

This world famous masterpiece appears in these popular children's versions. Make certain that a sign or poster announcing your engagement is displayed in book stores, toy stores, department stores, newsstands, libraries and schools. Display and sell these books in your lobby! Present them as contest prizes!

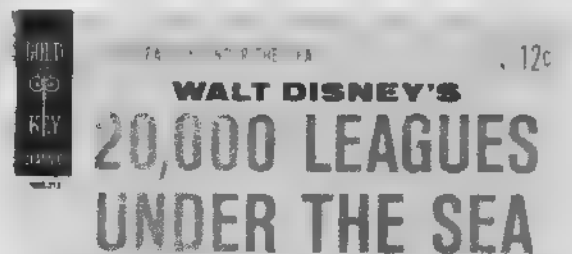


BIG GOLDEN BOOK

Fully illustrated in color.

Retails for \$1.

Published by GOLDEN PRESS, Inc.
630 Fifth Avenue, New York 20, N. Y.



GOLD KEY COMIC

Color illustrations tell the entire story.

Available for all your promotional needs,
at reduced rates, through your local wholesaler.

Published by K. K. PUBLICATIONS
Poughkeepsie, N. Y.



THEATRE NAME HERE

15-Inch Advertising Balloons

Imprinted with YOUR THEATRE

No. 20M-718 500 — \$20.00 1,000 — \$35.00

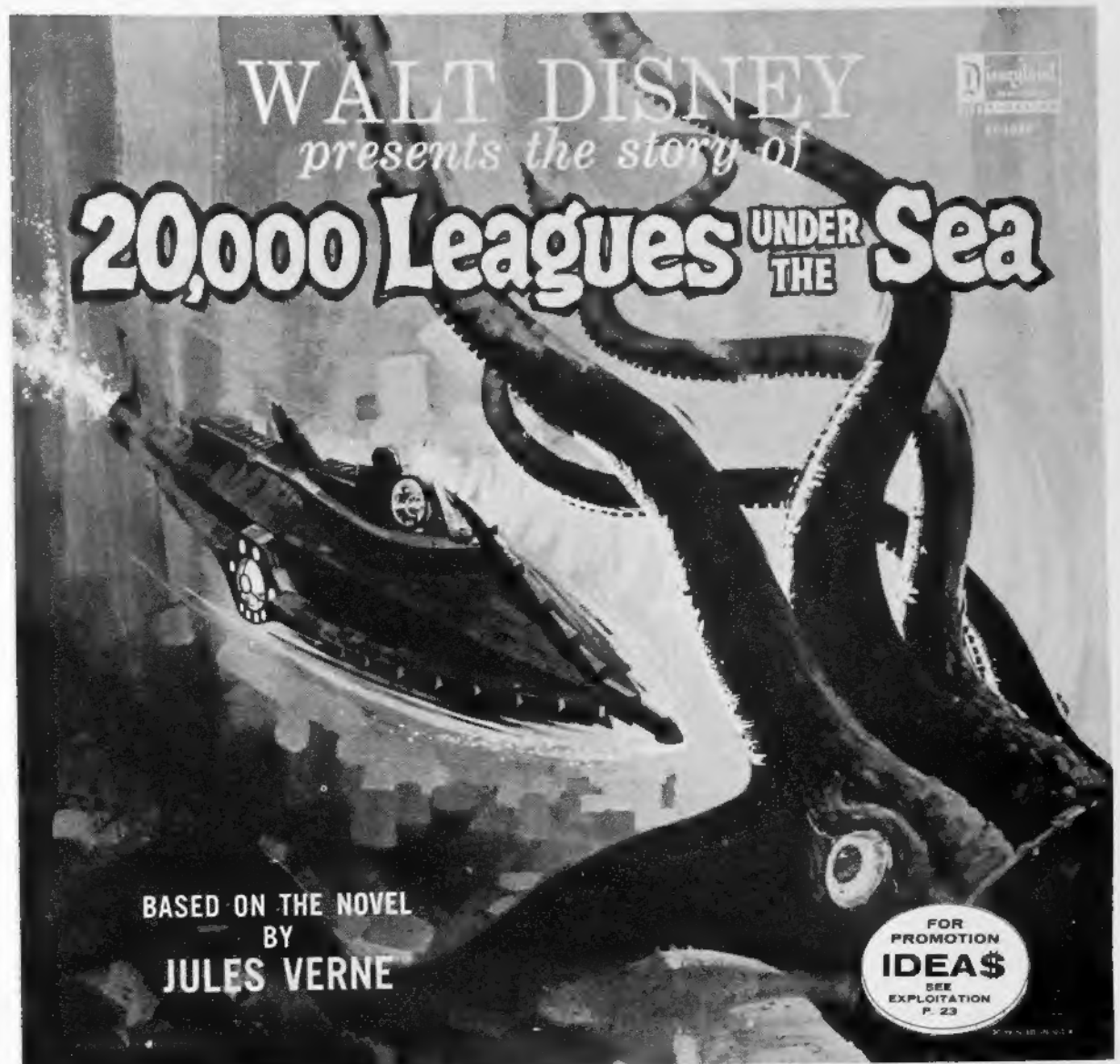
Send check or money order, or sent C.O.D. plus postage charges.

NATIONAL THEATRE MERCHANDISING

POST OFFICE BOX 203, GRAND CENTRAL STATION, NEW YORK 17, N. Y.

Promote with THE BIG STORYTELLER ALBUM!

*It's
"a
Whale
of a
Tale"
in
Story
and
Song!*



ST-1924 HIGH FIDELITY 33 1/3 RPM SUGGESTED RETAIL PRICE \$1.98

***USE THE ALBUM AS A CONTEST PRIZE!**
***PUT UP POSTER DISPLAYS IN MUSIC STORES!**

YOUR BUENA VISTA RECORD DISTRIBUTOR IS YOUR PARTNER IN PROMOTION!

BUENA VISTA RECORD DISTRIBUTORS (Listed Alphabetically by City)

ALBANY 1, NEW YORK
Seaboard Distributors, Inc.
275 Park Avenue
E. Hartford, Conn.

ATLANTA 13, GEORGIA
Dixie Distributing Co.
1235 Techwood Drive, N. W.
John Towles or Howard Ball
(*404 TRinity 3-2081)

BALTIMORE 1, MARYLAND
Mangold Distributing Co.
636 West Baltimore Street
Manny Goldberg
(*301 Ploza 2-2957)

BILLINGS, MONTANA
Northwestern Auto Supply Co.
422 North Broadway
P.O. Box 2504
Marion Massick (*406 252-5115)

BOSTON 15, MASS.
Mutual Dist., Inc.
1241 Columbus Avenue
Frank Holland (*617 HI 2-5700)

BUFFALO 3, NEW YORK
Best Record Dist., Inc.
959 Main Street
Steve Bradie or Joe Pinter
(*716 TT 2-0427)

CHARLOTTE, N. C.
Mangold Record Dist.
2212 W. Morehead St.
Herb Wiseman (*704 ED 3-3210)

CHICAGO 14, ILLINOIS
Summit Distributors, Inc.
1345 Diversey Parkway
Jack White or
Seymour Greenspan (*312 BI 8-3621)

CINCINNATI, OHIO
Ohio Appliances, Inc.
7624 Reinhold Drive
Jerry Weiner (821-6414)

CLEVELAND, OHIO
Benart Distributing Co.
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1914 Cedar Springs
David Eisenlohr (*214 RI 1-3151)

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Pan American Record Supply Co.
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Louis Oxman or Hans Kirsch
(*303 RA 2-5731)

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Cadel Distributing Co., Inc.
13380 Capital Avenue
Oakpark, Mich.
Harry Levin or Al Truax (*313 548-3171)

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Seaboard Distributors, Inc.
275 Park Avenue
Marvin Ginsburg (*203 289-9369)

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Microphone Music Co.
605 Coral Street
Kenneth K. Kaizawa (502-188)

HOUSTON, TEXAS

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210 South Meridian Street
Louis E. Randle, Jr. (*317 ME 4-2591)

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1845 S. Orchard Street
George Hartstone (*213 RI 8-2281)

MADISON 5, WISCONSIN
Tell Music Distributors, Inc.
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Rolf Voegelin (*608 Cedar 3-1540)

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Music Sales
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Leon McEmore (*901 BR 6-1776)

MIAMI BEACH 62, FLA.
Sandy Strahbach
301 190th Street
(*305 949-0434)

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Herb Sandel or Bill Taylor
(*612 FEderal 3-5531)

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Music City Record Dist., Inc.
127 Lafayette Street
Hutch Corlack (*615 AL 5-7315)

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Walther Bros. Co., Inc.
1722 Paydras Street
Milton Munch (*504 Jackson 2-7731)

NEWARK, NEW JERSEY
Lorey Record Dist. Co.
46 Green St.
J. Fechner (*201 MArket 3-5984)

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Olympia Record Industries, Inc.
614 W. 51st Street
Ervin Likel (*212 CI 7-5911)

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B & K Distributing Co.
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Cliff Keaton (*405 JA 5-7509)

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Chips Distributing Co.
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Al Rosenthal or Ernie Santone
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C & C Distributing Co.
70 Apperal Way
Gene Becker & Bob Sommer
(*415 MIssion 7-3806)

SEATTLE 9, WASHINGTON
Stanley Distributing, Inc.
N. W. Record Center Bldg.
3711 South Hudson Street
Stan Jaffe or R. A. Harlin
(*206 PArkway 5-0070)

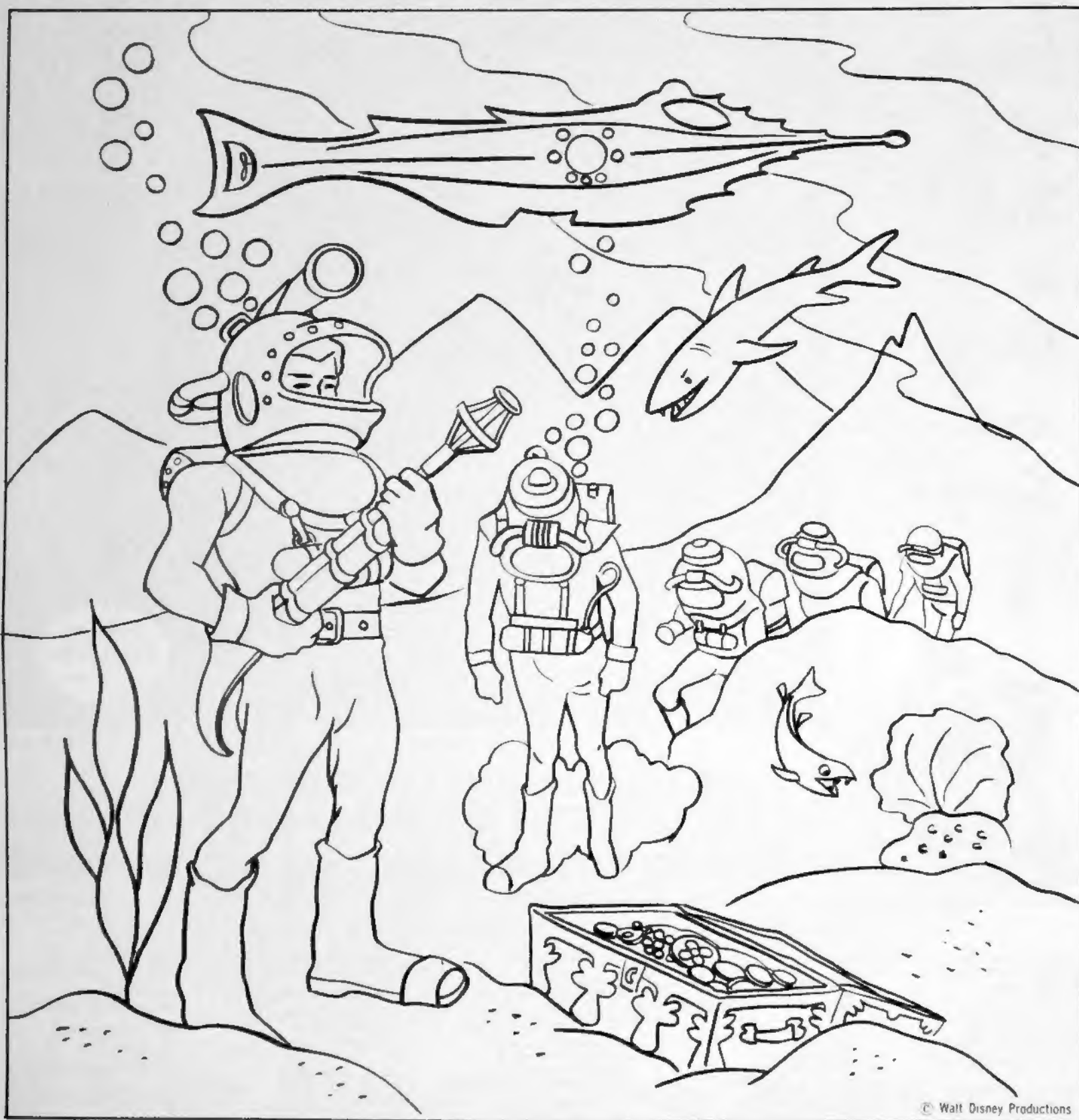
ST. LOUIS 3, MISSOURI
Roberts Record Distributing Co.
1906 Washington Avenue
Robert Hauslater (*314 MAIn 1-0470)

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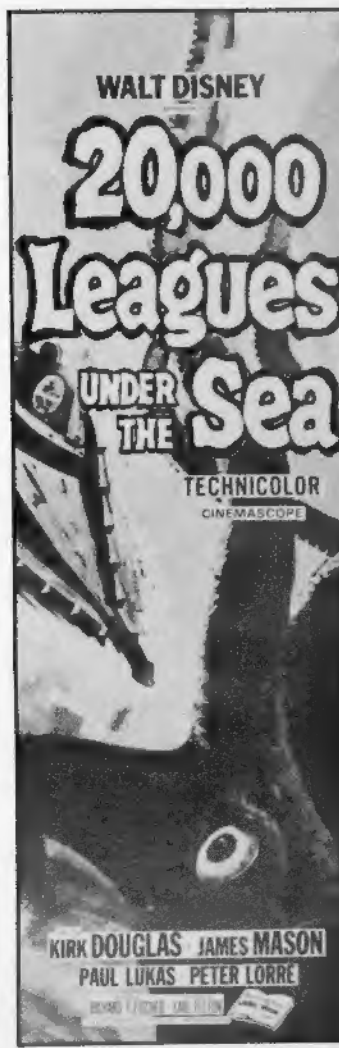
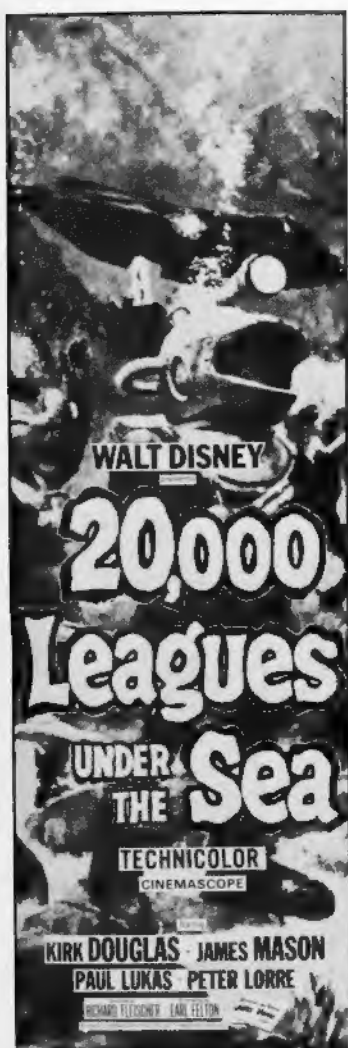
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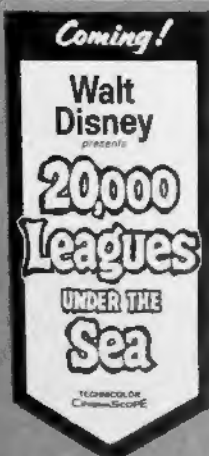
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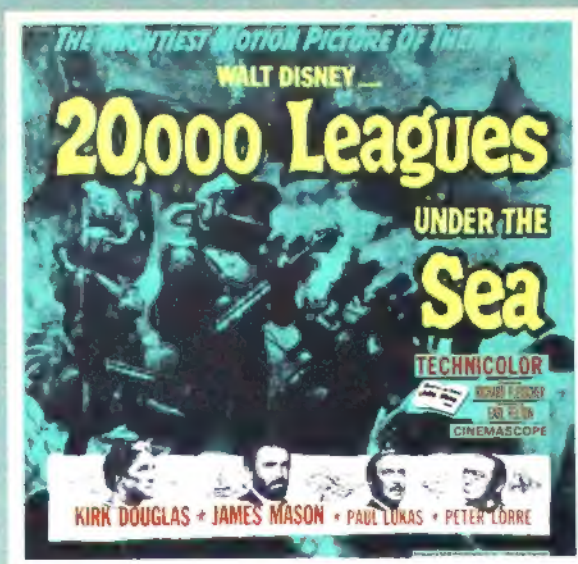
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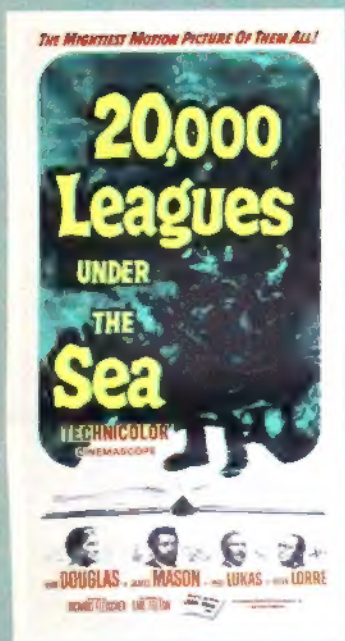
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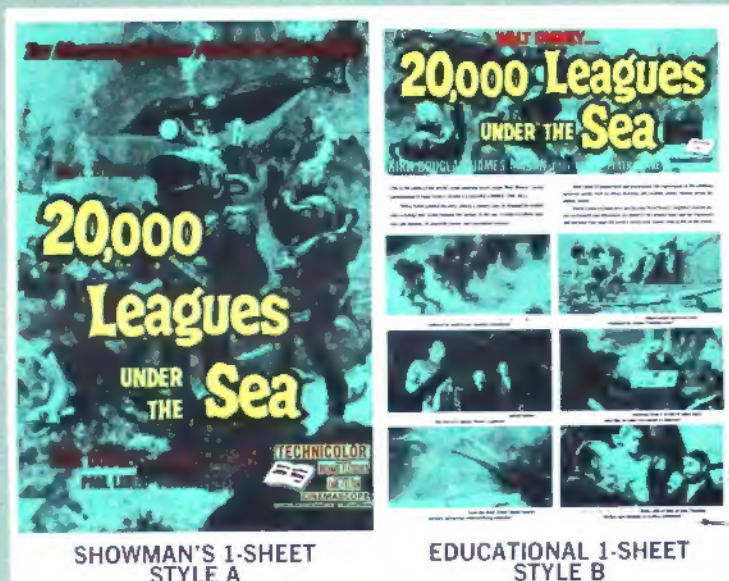
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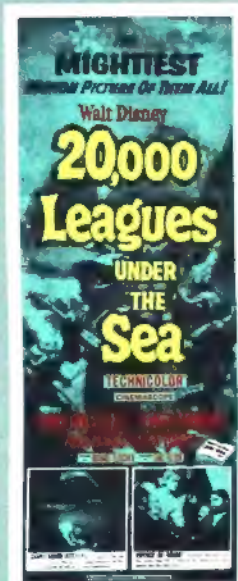
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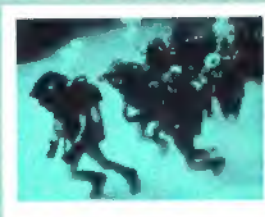
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